

ay 24, 1923

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXXIII, No. 9

NEW YORK, MAY 31, 1923

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B. A. I. S. 1907 with  
N. W. Ayer & Son



## *Selling Rooftrees*

PERHAPS that word "rooftree" suggests to you the suburban real estate agent, his touring car filled with prospects and his pockets with contracts—ready to talk equity, first mortgage, second mortgage, third mortgage . . . and the rest!

No, that is not our line; and our task is infinitely simpler and more pleasant. But we do sell homes—summer homes by lakeside or timberland, summer homes for birds in a treetop, year 'round homes for family or family car—all made by our clients, the E. F. Hodgson Company, of Boston, Massachusetts.

Our selling talk on Hodgson Portable Houses rattles like a gatling gun with snugness, completeness, durability, beauty, economy, ease of erection. Our prospects are everywhere, our sales recorded in all nations. Our rooftrees dot the globe—sheltering against the sleet of Labrador or the blistering suns of Central America.

## N. W. AYER & SON ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO





# BABSON SAYS:

"In planning territories for your sales campaign remember that more new business can often be had in a section which is rapidly improving than one where business already has reached a high pitch. Put your greatest efforts on the 'coming' sections."

The farmer has liquidated his cost of production. He has gone a long way toward liquidating his obligations, and he is rapidly returning to normal in the buying field.

Far-seeing manufacturers should anticipate this turn of events and enter the farm market now with a substantial and consistent advertising and sales effort, because all the evidence in hand and the trend of events, as prophesied by wise students of economics, point to the fact that the agricultural market is the coming market.

## The Standard Farm Market The Coming Market

consists of 2,000,000 better-than-average farm homes, where the quality idea prevails.

Our well-equipped service department is at your disposal without obligation to help you study this situation to your advantage.

## The Standard Farm Papers

are read by well-to-do business men—farmers—and their entire families, where the quality idea prevails.

**Progressive Farmer**  
Established 1886  
Birmingham, Raleigh,  
Memphis, Dallas  
**The Wisconsin Agriculturist**  
Established 1877  
**Prairie Farmer, Chicago**  
Established 1841  
**The Breeder's Gazette**  
Established 1851  
**Hoard's Dairymen**  
Established 1870

*Western Representations:*

STANDARD FARM PAPERS, INC.  
Wallace C. Richardson, Mgr.  
1100 Transportation Bldg.  
Chicago

**The Nebraska Farmer**  
Established 1859  
**Wallace's Farmer**  
Established 1895  
**Pacific Rural Press**  
Established 1870  
**The Farmer, St. Paul**  
Established 1882  
**The American Agriculturist**  
Established 1842  
**The Farmer's Wife**  
Established 1900

*Eastern Representations:*  
WALLACE C. RICHARDSON, INC.  
95 Madison Ave.  
New York City

*All Standard Farm Papers are members of the Audit Bureau of Circulations*

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXIII

NEW YORK, MAY 31, 1923

No. 9

## Advertising a Trade-Mark Is Better Than Advertising a Trade-Mark Suit

A Way Is Suggested to Head Off Infringement Difficulties They Happen

By Gilbert H. Montague

Of the New York Bar

THE blessings of adversity are proverbial, but they exist only in proverbs.

Wherever business is carried on, however, the blessings of advertising are well recognized.

This article deals with some devices in advertising that are fairly entitled to be called blessings, since their utility in warding off the dubious blessings of adversity has been demonstrated in the past, and may more frequently be availed of in the future.

Manufacturer Simpkins, let us suppose, has been prosecuting for months and years through the courts a long and costly suit for injunction to restrain the unfair use of one of his trade-marks by a pirate who has been exploiting it to the discomfiture and damage of Manufacturer Simpkins and his best trade for several years.

After months of investigation, more months of taking depositions, and still more months of legal delay, and after great expense in lawyers' charges, Manufacturer Simpkins obtains a decision in his favor in the Federal District Court.

And after still more months of delay, and still more expense for lawyers' charges, Manufacturer Simpkins finally obtains an affirmation of this decision in the Federal Circuit Court of Appeals.

Like the housewife in the Biblical parable, Manufacturer Simpkins straightway proceeds to tell his neighbors all about it. He buys liberal space in all the trade papers, and fills it with a picture of his trade-mark, below which he runs a brief story of his long and costly litigation, closing with the warning that all other pirates must now take heed and cease their piracy, otherwise Manufacturer Simpkins will commence legal proceedings against them also.

Trade-mark litigation, however, is a business calamity.

Manufacturer Simpkins knows, and his entire trade knows, that his outlay of time and money and effort expended in that successful litigation is a big offset to the legal victory that he so bravely advertises to the world.

Injunctions in trade-mark suits, and warnings that new suits will be commenced unless the trade-mark owner's rights are respected, are undoubtedly as necessary as burglar protection and store detectives. Advertisements announcing such injunctions and warnings are undoubtedly necessary and unavoidable. But such advertisements are as lacking in good-will building and selling argument as is the news story in the New York Sunday papers about the



shoplifters who were sentenced in the Court of Special Sessions during the previous week.

There is, of course, no sure-fire remedy that will avoid unfair competition and the necessity for litigation to restrain it.

These are part of the penalty paid by every organization successful in advertising and merchandising.

An ounce of prevention, however, is worth a pound of cure. There are some preventives of trade-mark litigation that too seldom are ever thought of, which are distinctly useful in discouraging unfair competition, and which make appreciably harder the way of the unfair trader.

#### ADVERTISING AS A PREVENTIVE

Many executives who have lived all their lives in the atmosphere of advertising, may be astonished to learn that several of these preventives involve uses of advertising that are, all of them, one hundred per cent good-will building and selling argument, and at the same time are exceedingly useful from the legal standpoint.

Manufacturer Simpkins, let us suppose once more, has a trade-mark which, through his own efforts or those of some manufacturer whose business he has absorbed, has acquired great popularity within a limited market.

This trade-mark and the product which it identifies, Manufacturer Simpkins desires to launch upon the national market.

Accordingly, he calls in his trade-mark counsel, who informs him, after careful search in the trade-mark registry in the Patent Office and in the registries of the Secretaries of State of a number of States, that so far as appears no one has ever used this trade-mark, but that because it is a proper name, or a descriptive word, or a geographical term, and because it has not been used for ten years prior to February 20, 1905, it is not a registerable trade-mark under the Trade-mark Act.

The trade-mark counsel suggests to Manufacturer Simpkins that, instead of launching this

trade-mark upon the national market, he can drop it, and substitute some other mark, or invent an altogether new mark, which shall conform to all the requirements of the Trade-mark Act, and for which registration may be obtained.

For sound business reasons, however, Manufacturer Simpkins refuses to do this. Why should he sacrifice a trade-mark which, though unregisterable, has nevertheless demonstrated that it has great commercial value, and that it possesses the potentialities of still greater commercial value? Some of the most valuable trade-marks in the business world have never been registered, and indeed are unregisterable, because they fall within the categories which are denied registration under the Trade-mark Act. The courts, however, have always recognized that, in connection with the merchandise they identify, even unregistered and unregisterable trade-marks are sometimes legitimate pieces of property, and the courts have always held that if the owners of such trade-marks can establish their rights of ownership they are entitled to protect their rights in common law, and to obtain damages and injunctions against unfair competitors, even though they have no rights under the Trade-mark Act.

Balancing advantages and disadvantages, Manufacturer Simpkins decides to launch his unregistered and unregisterable trade-mark upon the national market. Most other business men, under the same circumstances, would probably make the same decision, and most trade-mark counsels of broad business experience would, under these circumstances, endorse that decision.

For the purpose of introducing to the trade and to the public throughout the country this trade-mark and the product which it identifies, Manufacturer Simpkins now buys space in the trade papers and some of the periodicals of country-wide circulation, and runs advertisements of this addition to his family of national products.

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**T**he finish of materials and workmanship, alone, could never have made the Royal Typewriter possible. Its superior service must be attributed as well to its carefully worked design, and to the twenty years of experience gained in its production.

Within the Royal world will be a very finely made typewriter. But with them it turns out a larger volume of fine work over a longer period of time.

ROYAL TYPEWRITER COMPANY  
1000 Broadway, New York  
Manufactured by the Royal  
Manufacturing Company, Inc.  
"Compare the Work."

**ROYAL**  
TYPEWRITERS



**T**HE PARTHENON is immortal largely because of refinements that have been made today in its particular field. The Royal Typewriter is just as notable an example of that superior designing and workmanship which together make perfection of detail possible. One of the largest users of the Royal recently paid us the compliment of referring to it as "the perfect typewriter."

ROYAL TYPEWRITER COMPANY, INC.  
1000 Broadway, New York  
Manufactured by the Royal  
Manufacturing Company, Inc.  
"Compare the Work."

**ROYAL**  
TYPEWRITERS



**T**in every field of manufacturing there is one product which has climbed the rugged heights of competition to the place of leadership — by the sheer merit of its service and in the excellence of its quality. The Royal has risen in little more than a decade to its present high position among typewriters.

ROYAL TYPEWRITER COMPANY, INC.  
1000 Broadway, New York  
Manufactured by the Royal  
Manufacturing Company, Inc.  
"Compare the Work."

**ROYAL**  
TYPEWRITERS



## Recognized Quality

in workmanship, design and service, has gained for Royal Typewriters the high place they now hold in business and industry the world over.

Advertising has been a definite factor in establishing this public appreciation of Royal's quality. It has been advertising of a kind that has built prestige for the product along with increased sales volume. Today, after little more than a single decade, Royal stands among the leaders in the industry.

Increased prestige helps sales, and sales volume in turn helps prestige. Advertising can help them both—as it has done for Royal.

**THE H. K. McCANN COMPANY**  
*Advertising*

NEW YORK CLEVELAND SAN FRANCISCO TORONTO

In these advertisements, he shows the product, under the trade-mark, and in the package, each of which has achieved great popularity within the limited market where it previously had been handled.

Thanks to his careful trademark counsel, the label on his package has already been copyrighted, and all advertisements used in his national advertising campaign are also copyrighted.

This is permissible under the Copyright Act. Labels that are attached to the goods or printed on the package are usually "artistic creations" within the meaning of the Copyright Act. So also are prints used to advertise the goods, such as advertisements in publications and street-car cards.

Copyrightable prints and labels differ from trade-marks, in that they must be descriptive of the goods, and they cover all the matter appearing thereon, rather than some special part thereof. To be copyrightable, they must be originally published with notice of copyright which, according to the Copyright Act, "may consist of the letter C and enclosed within a circle, thus: ©, accompanied by the initials, monogram, mark or symbol of the copyright proprietor: provided, that on some accessible portion of such copies or of the margin . . . or of the substance on which such copies shall be mounted his name shall appear."

Publication with notice of copyright as above described must be made before the application for copyright is filed in the Patent Office. Notice of copyright is notice to the public that a claim is made to the copyright of the "artistic creation" as a whole. If once published without this notice, or if registration is not applied for within a reasonable time after publication thereon, the print or label becomes dedicated to the public, and will not be registered. Notice of copyright must appear on every copy that is printed of such copyrighted print or label.

Copyright gives the owner a right to sue directly in the Fed-

eral Courts, and to obtain the damages fixed by law. These, according to the Copyright Act, are "one dollar for every infringing copy made or sold by or found in possession of the infringer or his agents or employees." Besides these damages, the infringer is liable to an injunction restraining such infringement, and may be compelled "to deliver up on oath for destruction all the infringing copies or devices, as well as all plates, molds, matrices or other means for making such infringing copies as the Court may order."

The Copyright Act provides that "any person who wilfully and for profit shall infringe any copyright secured by this Act, or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment not exceeding one year, or by a fine of not less than one hundred dollars nor more than one thousand dollars, or both in the discretion of the Court."

#### COPYRIGHT PROTECTION AND TRADE-MARK REGISTRATION

Copyright protection is by no means an adequate equivalent for trade-mark registration, nor even for the protection which the courts afford to the rightful owner of a common law trade-mark that is unregistered and unregisterable. To the extent, however, that the Copyright Act can protect, copyrighting the labels attached to the goods or printed upon the packages, and copyrighting the prints used to advertise goods, such as advertisements in magazines and street-car cards, is always useful in discouraging unfair competition and making hard the way for the unfair trader, and sometimes it is all that is needed to accomplish these purposes.

This protection, under the Copyright Act, Manufacturer Simpkins obtains for twenty-eight years, with the privilege of renewal for another twenty-eight years. Unlike an application for a trademark, no drawing is required in print or label applications under

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This Brooklyn newspaper  
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marks or Indian wampum.  
One price and one kind of  
American money for all  
alike.

*R. J. R. Shanksman*

the Copyright Act, but only ten specimens of the print or label, and if the print or label is unwieldy, one original and ten photographic copies will suffice. The fee for registering a print or a label under the Copyright Act is \$6, which is a fraction of the expense of registering a trade-mark under the Trade-Mark Act.

Months and years roll by. Manufacturer Simpkins' advertising campaign in the trade papers and national periodicals is promptly supported by skeletonized country-wide distribution of the product which his unregistered and unregisterable trade-mark identifies. Farm-paper advertising, metropolitan newspaper advertising, and country newspaper advertising then follow in their turn. What at first was only skeletonized country-wide distribution grows and fills out in one section of the country after another. And then trade-mark trouble suddenly materializes.

#### AN AWAKENING

In one, or perhaps several, sections of the country, Manufacturer Simpkins discovers that trademarks, essentially similar to his own unregistered and unregisterable trade-mark, have been in bona fide use by other manufacturers, for the purpose of identifying goods of the same class, for many years before Manufacturer Simpkins or any of his predecessors ever used his trade-mark.

Being unregistered and unregisterable, these trade-marks thus used by other manufacturers in local sections of the country were not discovered by Manufacturer Simpkins' trade-mark counsel, although the latter, when first consulted by Manufacturer Simpkins regarding his trade-mark, made thorough search in the trade-mark registry in the Patent Office and in the registries of the Secretaries of State of a number of States, and did everything else which a careful trade-mark counsel does for the purpose of trying to ascertain whether Manufacturer Simpkins' trade-mark had ever been used by anyone else.

Now, after years of advertising and sales effort and hundreds of thousands of dollars of expenditure in building up countrywide distribution for the product identified by his unregistered and unregisterable trade-mark, Manufacturer Simpkins discovers that notwithstanding complete good faith on his part, and notwithstanding that he has done everything that a careful manufacturer in his position can reasonably do to avoid such a catastrophe, he is confronted with competition from goods of the same class under trademarks essentially similar to his own and belonging to manufacturers whose good faith is just as good as that of Manufacturer Simpkins, and whose title to the trade-mark is unquestionably older.

This predicament in which Manufacturer Simpkins finds himself, is the nightmare of every trade-mark counsel and every owner of an unregistered and unregisterable trade-mark.

Twice, during the past eight years, the United States Supreme Court has had to deal with such cases, and each time it has held that two or more owners may each have absolute ownership of the same unregistered and unregisterable trade-mark in separate and distinct parts of the country, and that each owner may enforce his rights only in those States in which he or his predecessors have actually used such trade-mark.\*

With the help of his trade-mark counsel, Manufacturer Simpkins now discovers one of the unexpected blessings of advertising. A new utility of advertising for warding off adversity in trade-mark litigation is now revealed to him.

The date when Manufacturer Simpkins launched his trade-mark into the national market can, of course, be exactly fixed by the publication date of the trade papers and the national periodicals

\*The cases referred to are: Hanover Milling Co. vs. Metcalf, 240 U. S. 403, and United Drug Company vs. Rectanus Company, 248 U. S. 90.

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**"Facts First - then Advertising"**  
**RICHARDS**

We found that *some* of the public were fooling *most* of the dealers *all* of the time

Hundreds of manufacturers market it. Thousands of dealers sell it. Millions of people buy it. And many millions of dollars have been spent during the past ten years to advertise it.

You would think the dealer in this commodity would *know* his customers' buying habits. You would think the manufacturer would *know how* to capitalize those habits.

A Richards Survey uncovered the truth. *The great majority of dealers were being fooled by the buying habits of a relatively small percentage of the consumers.* These dealers were confusing busy-ness with business. Because dealers were fooled, manufacturers were misled in their selling and advertising plans.

Our client now has the truth in his Richards "Book of Facts." Our client's salesmen are now telling the dealers who were fooled by *some* of the people what *most* of the people want.

The advertising, too, is emphasizing a particular package more than ever before. It is that package that *most of the people want all of the time.*

It will pay *you* to learn the real facts about the folks who buy your goods.

**JOSEPH RICHARDS CO. INC.**  
*An advertising agency — Est. 1874*  
NINE EAST FORTIETH ST. NEW YORK

# Standard Oil's Contribution to Safety-First Advertising

Seasoned Advice to Motorists on Rules of the Road Is Being Given through Newspaper Advertisements

**"THE VETERAN MOTORIST"** gives automobile drivers a lot of kindly and soft-worded, yet straight to the point, advice in a series of advertisements just started in an extensive list of daily and weekly newspapers throughout New York and the New England States by the Standard Oil Company of New York.

The first advertisement, which displayed a number of newspaper clippings reporting disastrous and costly automobile accidents, contained this statement, signed by the Standard Oil Company:

The list of accidents on our streets and highways is distressingly long every year. In the hope that he may help automobile drivers to avoid them, the Veteran Motorist will, from time to time, point out in this paper a few rules of the road that ought especially to be observed. Watch for them—the first a week from today.

"The Veteran Motorist," a middle-aged man of the business type, is pictured in every advertisement. He is the mouthpiece through which the Standard Oil Company is emphasizing the necessity for careful driving and observance of all rules at all times. The other illustrations are full of action, most of them picturing the most common types of automobile accidents, all of which could be avoided by exercising an ordinary amount of care.

A booklet containing a set of general highway traffic regulations with safety directions for pedestrians, is being distributed by district offices of the Standard Oil Company to automobile clubs, casualty insurance agents and brokers, chiefs of police, city and village officials and Chambers of Commerce throughout each territory. This booklet also contains proofs of the newspaper advertising.

What does the Standard Oil Company hope to gain by this

campaign? The only direct advertising is a rather modest display of "Socony Gasoline and Motor Oil" at the bottom of the copy, together with the usual Socony pump and oil can, which have been pictured in the company's institutional advertising for years.

"This is a purely unselfish campaign to correct a condition of



To Quote an Authority  
on the Subject

In THE VETERAN MOTORIST

W. H. BARRONICK, a representative of the Standard Oil Company, says one of the right things in his column: "You're not going to be the same driver on the talk as a non-smoker." And I think, there are some other things he says that are right, too. I think he's right. Since Socony倡导司机在车速上遵守交通规则——这是件好事。但有些时候，你必须超速行驶，以避免撞倒行人。但无论如何，你必须遵守交通规则。我从不超速行驶，但有时不得不这样做。我从不超速行驶，但有时不得不这样做。

I never drive faster than the speed limit. But sometimes, you have to do it. And when you do, it's a good idea to be careful. If you're going to "take a chance" in doing it, don't pay for it in the long run.



STANDARD OIL CO. OF NEW YORK  
16 Broadway

THROUGH "THE VETERAN MOTORIST" AS A MOUTHPIECE, SAFETY-FIRST RULES ARE EFFECTIVELY TOLD

carelessness among motorists, which is rapidly getting worse," said a representative of the company. "We have been urged to put across this safety-first campaign by a number of automobile clubs and insurance companies, and we are glad to do it. We believe that the automobile business of the future will be more prosperous if public good-will is gained through the elimination of a large part of the present distressful number of accidents."

# A Test for Yourself—

The next time you are in Boston, watch the first newsboy you meet on leaving the Terminal.

If, in a quick, intuitive appraisal of you, he snaps out a Boston Transcript with a

***“Transcript, sir”***

he has paid you the highest compliment you can get in the city.

It means that you have the stamp of a man of sound judgment, evident culture and ample income—the type that makes advertising in Transcript columns so remarkably productive.

## **Boston Evening Transcript**

*National Advertising Representative*

**CHARLES H. EDDY CO.**

Chicago New York Boston

## John H. Fahey to Be Publisher New York "Evening Post"

John H. Fahey has been appointed publisher of the New York *Evening Post*, effective June 4. He is the owner and publisher of the Worcester, Mass., *Evening Post* and the Manchester, N. H., *Mirror*.

At one time Mr. Fahey was editor and publisher of the Boston *Traveler*. He is also a former vice-president of The Associated Press. During 1914-1915 Mr. Fahey was president of the United States Chamber of Commerce.

## George K. Morrow, President, "Fairy Soap" and "Gold Dust"

George K. Morrow has been elected president of the American Cotton Oil Company, New York, of which the N. K. Fairbank Company, Gold Dust, Fairy Soap and Cottolene, is a subsidiary. He succeeds Lyman N. Hine, who continues with the company as a vice-president.

Mr. Morrow has been engaged in the milling business for many years and is a member of the firm of Morrow & Co., New York, cereal principals.

## Advancements by Kelly- Springfield Tire

Maurice Switzer, vice-president and advertising manager of the Kelly-Springfield Tire Company, New York, due to increased executive duties has given up the direction of advertising work.

H. R. Hurd, for several years in charge of the Kelly-Springfield publication advertising, has been appointed advertising manager and Emery E. Hill, of that department, has been advanced to assistant advertising manager.

## G. A. McClellan Buys Control St. Joseph "Gazette"

George A. McClellan has purchased a controlling interest in the St. Joseph, Mo., *Gazette*, and has been elected publisher of that newspaper. Mr. McClellan was formerly president of the Canton Publishing Company, New York, publisher of *Today's Housewife*.

## Voss & Stern Appoint The H. K. McCann Company

The advertising account of Voss & Stern, New York, manufacturers and importers of laces, embroideries, chiffons and cotton goods, has been placed with The H. K. McCann Company.

## Mahogany Association Appoints Carr & Columbia

The advertising account of the Mahogany Association, New York, will be directed by Carr & Columbia, Inc., New York advertising agency, effective September 1, 1923.

## Fibre Box Groups Form National Association

The National Container Association, whose membership includes manufacturers of corrugated and fibre containers, was organized at Chicago last week. The new association is a consolidation of the National Association of Corrugated & Fibre Box Manufacturers and the Container Club.

F. J. Kress of the Kress Box Company, Pittsburgh, was elected the first president of the new association. He was formerly president of the National Association of Corrugated & Fibre Box Manufacturers. John L. Barchard of Hummell & Downing, Milwaukee, is vice-president. He was formerly president of the Container Club.

For the first time corrugated and fibre box manufacturers are able to present a solid front in association work, according to the representatives of the new organization, which begins its existence with a membership of about seventy. Headquarters of the National Container Association are in the offices formerly occupied by the Container Club at Chicago.

## Frank A. Munsey Buys New York "Globe"

Frank A. Munsey has purchased all the outstanding stock of The Commercial Advertiser Company, publisher of the New York *Globe*. The *Globe* was founded by Noah Webster and George Bunce in 1793.

Mr. Munsey, in addition to the *Globe*, also is the publisher of the *Sun*, the *Herald* and the *Evening Telegram*, all of New York.

## National Lithographers Elect Joseph Deutsch

Joseph Deutsch, president of the Edwards & Deutsch Lithographing Company, Chicago, was elected president of the National Association of Employing Lithographers at its annual meeting at White Sulphur Springs, W. Va., May 23. Mr. Deutsch has been chairman of the Chicago-Milwaukee group of lithographers for several years and has been a director in the national association.

## Butterick Publishing Company Appoints Ray Maxwell

Ray Maxwell, who has been with the Western advertising department of the Butterick Publishing Company, New York, has been appointed manager of the *Butterick Quartet*. He will make his headquarters at New York.

## Agate Ware Account for Erickson Company

The Lalance & Grosjean Manufacturing Company, maker of agate ware, New York, has placed its account with the Erickson Company, Inc., advertising agency also of that city.

# Advertising Manager Wanted

**By the Leading Newspaper In a  
Central Western City of Over  
One-Half Million Population**

Here's the opportunity of a lifetime for the right man. He is probably employed at present as Advertising Manager of a newspaper. He has a successful record of accomplishment in developing and maintaining local display advertising. He is not only a successful salesman himself, but he is the leader of his solicitors, actively working with them in the field. His interest in this opportunity is to secure a wider scope for his activities and a greater reward for his efforts, afforded by this connection. The man who can measure up to requirements will be given practically unlimited opportunities in a live aggressive organization. Give full particulars in your reply, which will be held strictly confidential.

**Address "T. B.," Box 227, Printers' Ink**

# Harding catches up with Ford

*in Collier's great face-to-face  
presidential straw vote*

OVER 53,600 readers of Collier's have now let us know their choice for President, and nearly half of them have voted for either Warren G. Harding or Henry Ford. Mr. Harding is a nose ahead in the returns shown in this week's Collier's, securing 13,080 votes as against 12,379 for Mr. Ford. Further returns will appear in Collier's each week.

This straw vote is being taken exclusively among Collier's readers by methods that insure the freest expression of opinion. No ballots are being circulated through the mails. It is a face-to-face, personal vote. 1,020 bonded

representatives of Collier's are covering the country. Before the polls close they will have called on a quarter of a million of Collier's subscribers. For the first time we shall know in advance of election what a great body of thinking Americans really want.

The people who read Collier's are people whose opinions count. Collier's attracts them because it gives them a close look at their problems; because it does not think for them, but helps them to do their own thinking. No other magazine elicits from its readers the warm interest that these millions give to Collier's. They provide the most responsive market an advertiser of good goods can have.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

# Don't Scatter Your Dollars

Seeds cast to a whirlwind will give you "distribution"—but that's no way to grow a crop.

Plant your advertising seeds in abundant, concentrated local circulation—the newspapers that go to and are read in homes—and you reap an abundant harvest.

The newspaper that has effective concentrated local circulation has it because it enjoys reader-confidence and reader-interest. It has local INFLUENCE and STANDING. Influence and standing constitute the fulcrum of which advertising is the lever. And a fulcrum must be LOCAL—close to the object to be moved—or it is nothing. Try it on your next "lift" and see.

The nearly 400,000 daily circulation of The Chicago Daily News—essentially a home circulation—concentrated 94 per cent in Chicago and its suburbs is perhaps the nearest approach to complete daily newspaper "saturation" attained in any of the great single markets of the world.

That advertisers recognize and profit by this unusual condition is attested by the consequent fact that, year in and year out, the volume of advertising printed in The Chicago Daily News vastly exceeds that printed in any other Chicago daily newspaper. In the first four months of 1923, for example, The Daily News printed 6,861,660 agate lines, as compared with 5,828,598 lines by the next highest daily score, that of The Chicago Daily Tribune.

## THE CHICAGO DAILY NEWS

*First in Chicago*

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# How Advertising Can Help Guard Nation from Bolshevism

Senator Couzens, Discussing Business Policy of Next Congress, Sees Great Opportunity for Progressive Merchandising

An interview by G. A. Nichols with

**James Couzens**

United States Senator from Michigan

WHEN a man has to pay too much money for a hat, a pound of butter, or a pair of shoes he is likely, according to Senator James Couzens, to accumulate bolshevistic ideas. If his experiences in buying continue to be unfortunate, and if he is not shown through advertising how and where to buy right, he may conclude, with the "Reds," that business is in a conspiracy to rob him.

"Most people," Senator Couzens said to me recently at his office in Detroit, "are likely to judge business as a whole by their isolated experiences in being overcharged or being imposed upon through unworthy merchants or merchandise. In this respect they are not unlike those business men who hear politicians talk wildly and loudly about them strictly for home consumption and then imagine that the Government has a big stick out for business in general. In one case I think advertising is the remedy, whereas in the other common ordinary horse sense should be applied. One case is just about as dangerous as the other. If people through any set of unfortunate circumstances get the idea that the business interests are out in a deliberate plot to hold them up, they then are all the more easy prey for those who preach the doctrine of discontent. They are ready to listen to the platitudes of politicians—including some members of Congress, I am sorry to say—who would attempt to make capital for themselves through disseminating idle talk that they know is mischievous if not absolutely untruthful.

"This is exactly the reason why

those people who are promoting the movement for truth in advertising are doing the country a tremendous service, the full extent of which I doubt if even they themselves recognize. Truthful advertising—and this happily represents the larger part of it these days—is the natural enemy of the bolshevist because it builds up a case for dependable merchandise and straightforward dealing. It works toward better values and lower prices because it builds up volume.

## RIGHTLY USED, ADVERTISING A BARRIER TO DESTRUCTIVE PROPAGANDA

"The man with the honest value in a hat, a pound of butter, a pair of shoes or whatever other kind of goods he sells can let people know about it through advertising. The more people he can make acquainted with the fact that his brand represents decent dealing and fair prices the more converts he will make to the idea that business as a whole is a clean and legitimate proposition after all. When he does this, people are not so much inclined to listen to destructive propaganda, much less be affected by it.

"Advertising, then, is a vastly greater thing than a mere day-to-day proposition of selling goods. It is a builder of confidence. And when a business establishes its right to the confidence of the people it has done much toward solidifying the nation's institutions and has made the way much harder for those who would trade upon discontent."

Senator Couzens expressed the belief, in summing up the radical viewpoint, that if business as a whole would see to it that its

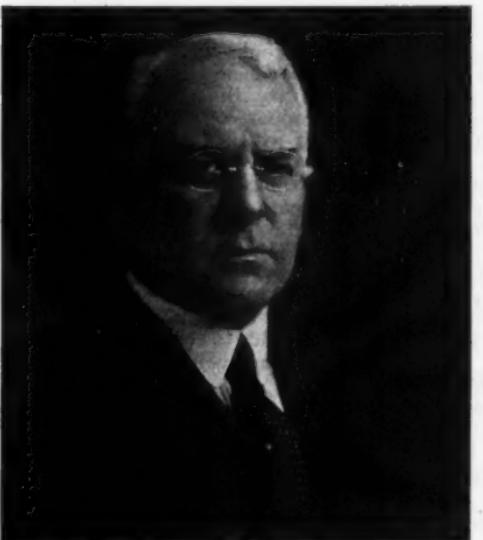
practices, so far as humanly possible, were 100 per cent legitimate and would be content with a fair profit, all the while driving these facts home to the people by means of aggressive advertising it need have no fear at all as to the way in which it would be handled by the Government. He

upon the folks back home. They apparently believe such action will please the people who elected them. And every time an average person imagines he gets the worst of a merchandising deal the more likely he is to be influenced, pleased or misled by the action of the lawmaker who is playing upon prejudice as a means of tightening his hold upon his job. This is why I say aggressive advertising done by honest business will have a steadily increasing effect in making such tactics less profitable.

"Much of the movement which business men interpret as being merely mischievous interference with their prerogatives is noise that never will amount to much. And, even though it admittedly has a disturbing effect, it will end in noise and talk so long as business is on the square and takes the trouble to tell people about it in a way that they can understand. In time their changed sentiment is bound to be reflected

in the actions and the talk of the politicians. When the politician can know that his people are not responsive to demagogic ideas about business because they know a whole lot better, he is going to mend his ways and try to be constructive."

Senator Couzens made haste to add, however, that he is not one of those who believe the country's business as at present conducted is in all spots as white as the well-known driven snow. But he did insist that any business that is white can go ahead with the utmost confidence so far as any actions by governmental agencies might be concerned. On the other hand, if business will not do the right thing then it must expect the Government to step in and force such right action. A great national busi-



© Harris & Ewing

UNITED STATES SENATOR JAMES COUZENS

made this statement fully cognizant of the rather widespread impression that the coming session of Congress could be expected to do things to, rather than for, business.

"Let me tell you a little secret," he said. "During the brief time I have had the honor to sit in the United States Senate I have learned that some members of Congress who apparently are on the war-path against business, propose things sometimes that they know never will be adopted and sponsor policies that they never would advance if they thought there was any likelihood of their going into effect.

"They do this because they think they are thereby catering to their constituents. They talk, and many times vote, with the idea of making an impression

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ness that has nothing to be ashamed of need not fear Congressional investigations.

"When a corporation is apprehensive of what the Government may do," said the Senator, "its feeling can most likely be ascribed to something it has done that it should not have done. When I was a boy I never worried so much about what might happen if I was good as about what would be the probable consequences if I was bad. This is a truth of the utmost simplicity and yet it represents exactly the way all business, big and little, ought to feel today. If I interpret the innermost feelings of Congress correctly, I can truthfully say to American business at this moment that so far as the coming session of Congress is concerned it has not one thing to worry about unless it is guilty of something against the public's good."

Senator Couzens has been classed as a radical presumably because of his absolute indifference—and in this his feeling is, I believe, wholly honest and without affectation—to what people might say about him or his actions. He is the possessor of a goodly number of millions of dollars, perhaps thirty or so. He was fortunate enough to purchase twenty-five shares of Ford Motor Company stock at the inception of the Ford business. Henry Ford bought him out a few years ago, paying him in cold cash around \$30,000,000.

Although a millionaire, Couzens has been credited with being against the millionaire class and being guided largely by the viewpoint of those without money. After talking with him I believe this characterization is as wrong as anything can be. Couzens is not a radical. At least he says he is not. He is a sane man of capital who believes big business can have its faults that are incompatible with the public interest and that if these faults are not corrected voluntarily they should be righted by force. Perhaps a better way of expressing it would be to say that he does not let his

millions influence his judgment or his actions having to do with the right or wrong of business strategy and tactics. He takes great pleasure in admitting that he is a progressive—not the kind spelled with a capital "P," but one who believes in progress, that being the influence upon which the best interests of the country can be carried forward. But, even at that, he probably is the one man best qualified to speak for the radicals of the Senate.

#### PROGRESS COMES IN BUSINESS WHEN CONFIDENCE IS JUSTIFIED

"Real progress can be made by business," he said, "only after the majority of the people have a more friendly attitude toward it which can come only through confidence in its honesty. To this end no corporation should object if an authorized governmental agency tries to find out how much profit it is making. I believe a considerable curiosity as to the extent of profits made by various corporations will be manifested in the next Congress.

"At the same time it should be remembered, as it doubtless will be, that large corporations and large aggregations of capital are essential to the public's welfare and that they should be guided and kept within proper limits rather than being stamped upon.

"Take the Standard Oil Company, for example. Much has been said about the alleged fancy profits made by this concern. I am not saying the profits are unreasonable. I am assuming, on the contrary, that they are not. But this is a matter that should be established by impartial and fair investigation. If the Standard—and understand I am referring to it merely as an illustration—is making more profit than it is rightfully entitled to, the country should know it. Corrective measures should be applied. On the other hand, if the Standard's profits are fair, this fact should be made known to the country also. Neither the Standard nor any other company that is making a wholly legitimate

May 31, 1923

May 31, 1

profit should object to being investigated. An investigation is no reflection upon the concern.

"Getting at the exact truth in an impartial way would just about solve the problem for the reason that publicity after all is the best method of applying corrective measures. If it should be established that a concern like the Standard is making more money than it should, the mere submission of the bare fact to the people in the proper way probably would have the desired effect without a lot of long drawn out obstructive legislation.

"My private opinion is that a real investigation of the Standard Oil Company would reveal that this concern is performing a service to the people and that more and better oil products are being sold for less money than would be the case if there were a multitude of smaller oil concerns working in competition. This is only a question of economics and mathematics. It should not be distorted by political considerations.

"The same line of reasoning can apply to large corporations in general. Basically they are working in a way to promote the nation's best interests. It is reasonable to suppose that they can thus work. Some of them are living up to their opportunities in a straightforward way and are taking no undue advantage. The one class of concerns should be given a clean bill of health and the other should be brought to time in a hurry. It is up to the latter class of business interests to clean house and start to operating on a righteous and equitable basis. If they will not do this of their own accord, then, as I have already said, the Government doubtless will step in and do it for them. Those who are right have nothing to fear. Those who are wrong know what right is and can get that way if they want to.

"Establishing the real truth in each individual case is the big thing that needs to be done. The proposition of applying the truth so as to remove the evils is comparatively a small task."

It has been rather widely understood that the next Congress would have much to say about Government ownership and probably would take definite steps leading toward the eventual acquirement of railroads, telegraphs, pipe lines and other public and semi-public utilities. The radicals in the Senate, who are calling themselves Progressives, have welcomed Senator Couzens warmly because of the help they expected he would give them in the matter of bringing about Government ownership. They of course base their expectations upon the knockout and drag out, and finally victorious, fight waged by Couzens while mayor of Detroit which resulted in that city taking over the street railway systems. But if they think Couzens is a wild-eyed radical who believes the Government could run anything and everything better than its private owners they are much mistaken.

#### HIS STAND ON GOVERNMENT OWNERSHIP

"I am in favor of Government ownership only in cases where the Government can do a better job than private owners and operators," the Senator declared. "If the Government, by owning the railroads, could be able to give better transportation and save the people money in freight and passenger rates then Government ownership of railroads unquestionably should come. Some of us think there is no doubt that Government ownership of railroads could have this effect. But this is something to be established by fair inquiry from which every element of hysteria has been removed.

"Just because the Government is the Government, this is no sign at all that it is endowed with some superknowledge of how to run a corporation. Other things being equal, and generally speaking, private ownership and operation ought to be able to work out better than the other kind. What is best in either case should be done, considering the interests of the country as a whole.

(Continued on page 130)

Average

"In  
Philadelphia  
nearly everybody reads  
The Bulletin"

# Cover Philadelphia With the *One Big Paper*



You wouldn't put a boy on  
a man's job.

Covering Philadelphia is  
a man's size job.

You can cover Philadelphia at one cost with one newspaper, because the Bulletin reaches practically every home, office, store and factory in the city.

There are 400,000 separate dwellings in Philadelphia and more than 100,000 outside the city limits. There's every reason why you can dominate Philadelphia with the Bulletin.



# The Bulletin

PHILADELPHIA'S NEWSPAPER

**505,098**

Average Daily Circulation for six months ending March 31

# Basis of Calculation Members of Cotton Co-operative

## A Gain for the Entire Nation

The following editorial from *The Oklahoma Farmer Stockman*, March 25, 1923, gives the basis of the calculations in a previous Printers' Ink announcement to members of the Oklahoma Cotton Growers' Association received for their 1922 crop \$1,400,000 extra profit:

## Won Through Organization

IF THE unorganized cotton farmers of Oklahoma really knew how much money they lost this year by failing to market their crops through the Oklahoma Cotton Growers' Association, there would be weeping and wailing and gnashing of teeth. The season is now far enough along so that it is possible to make some definite comparisons between organized and unorganized marketing. The result is that organized marketing wins in a walk.

The records show that 98 percent of the Oklahoma cotton crop was ginned prior to December 1, 1922. The amount which was sold as ginned is not definitely known, but it is very certain that practically all of the unorganized crop went on the market immediately. Much of this cotton was sold at less than 19c., much more of it at 20 and a smaller amount at 22 and 23c. late in the season. The average country price for the entire season, according to more than 5,000 reports received from 100 towns, was 20.80c. per pound. This is what the unorganized farmer got on the average for all grades and staples.

The records of the Oklahoma Cotton Growers' Association, on the contrary, show that the average sale price of

association cotton, considering grades and staples, has been 26c. to 5.20c. per pound more than the unorganized farmer got. Out of this, of course, will come the costs of operation of the association, but it is certain that after these items are deducted the organized farmer will get an impression \$20 a bale or so, and in some cases much more than that, depending upon the grade and staple of cotton.

This means that the Oklahoma Cotton Growers' Association has this year earned for its members upward of \$1,400,000 extra profit on their cotton. It also means that if all farmers in the state had marketed their cotton through the association they would have had a total of \$13,000,000 extra to spend on the payment of debts, for the improvements of their farms and the happiness of their families. But alas! That money went into the pockets of the cotton dealers!

Some people may say that selling cotton co-operatively is not responsible for this great difference in price, because it is certain that the market would have advanced in price during the dumping season, whether the

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Edgar T. I.  
E. K. K.  
New York

# extra Profits Received by Co-operative Marketing Ass'ns.

atives were in business or not. A part of the profit is certainly due to co-operative selling, because the co-operatives have uniformly found better markets and received better prices than the cotton dealers themselves were able to get. Another part of the profit is due to orderly selling, the result of which most of the co-operative cotton found a market at the higher prices of the later season instead of the low prices of the dumping season. Even this, too, may properly

be credited to the co-operatives, because it is only through such an organization, well managed and financed, that the average farmer can hold his crop and thus take advantage of advancing prices.

So, after all, the co-operative is responsible, directly or indirectly, for this \$20 a bale, and the farmers who get it, as well as those who do not, should not hesitate to give credit where credit is due.

On the same basis of conservative calculation, members of the American Cotton Growers' Exchange, which is the central selling agency of the cotton marketing associations in the various states, received \$15,000,000 extra profit! This does the whole nation benefit.

An impressive answer to "What do I get out of it?" is the naked reason why farmers and advertisers alike cannot but be interested in and favorably affected by co-operative marketing. Of this principle it is conceded that The Oklahoma Farmer-Stockman is not without a peer in its state, but also among the successful exponents in all American agriculture.

**The OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco



## Convention Time Is Here When You Go To Atlantic City —Remember Milwaukee!

as the convention city that in 1922 gave a hospitable welcome to the greatest advertising convention the world has ever known.

as a market of a half-million prosperous people who buy everything under the sun.

as the control center of merchandising for the three million people in Wisconsin and Upper Michigan.

### *—Remember the Journal*

as the one dominant newspaper in this territory—that goes to 80 out of every 100 newspaper readers in Milwaukee—and is read by more Wisconsin people than any other publication in the World!

as the newspaper that reaches a half-million people daily—and covers the Milwaukee-Wisconsin market thoroughly at a single, low advertising cost!

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# How a Milline Chart May Lessen Chances of a Sales Slump

An Explanation in Terms of the Experience of One Advertiser

By Benjamin Jefferson

Advertising Manager, Lyon & Healy, Chicago

Author of the Milline and Actline Systems and the Pagette Plan

So much may be learned from a chart, especially when it is large enough for a group of officials to study it simultaneously, that the matter may be considered of more than ordinary importance.

Probably the majority of houses today have a chart on the wall, showing the relation between sales and advertising, but in nearly every case this chart shows a record of the amount of sales in dollars and the amount of advertising in dollars. This is all well enough so far as it goes, but, in my opinion, this chart, in every case, should be supplemented by another chart showing the amount of sales in dollars and the weight of the advertising message as recorded by Millines. It is impossible to all practical purposes to visualize correctly the message of the house, from the record of dollars spent for advertising. Yet this is really the gist of the whole thing. "What did our message weigh last month? How did its weight compare with the year before, and the year before that?"

I have made Milline charts for national advertising of all kinds and I have superimposed on such charts the records of advertising in dollars by hair lines. But for the purposes of this article I think it better to exhibit the simplest form of Milline chart. This is a chart showing the weight of the message of a local store in the local newspapers.

The Milline chart (original size 23 by 29 inches) which is reproduced on page 26, is typical of a high-class specialty shop in one of the prosperous cities of Ohio. As you will observe, the barometer indicates that the sales per month

run about half way between \$1,000 and \$56,000.

The sales are indicated by the solid line. In January you will notice the sales were \$30,000, with a falling off in February to \$24,000, etc. The Millines are indicated by a dotted line. The figures in the barometer for the Millines should be divided by ten. Thus the Millines used in January were 1,000, in February 1,200, etc.

## HOW A MILLINE CHART WORKS

I shall aim to show certain simple things in connection with the Milline Chart which may go far to prove its essential character. And in passing, may I say that those who have raised the objection that a Milline Chart is too much work are under a misapprehension. It takes less than ten seconds to jot down the Milline contents of each advertisement (simply multiply the space-agate lines—by the circulation and divide by one million) as it is ordered, and it takes a proportionally small amount of time to make a record of the total number of Millines used from day to day. Charting the number of Millines used in local daily papers and all the work in connection with the making of this chart was done without extra help in connection with the daily routine of the advertising department.

Let us see how this Milline chart throws a flood of light on the advertising problems. We all know that the old style chart, showing the advertising for January by the amount of money spent in January, was misleading, for the advertising department had to depend on the bookkeepers in the general offices, and the amount

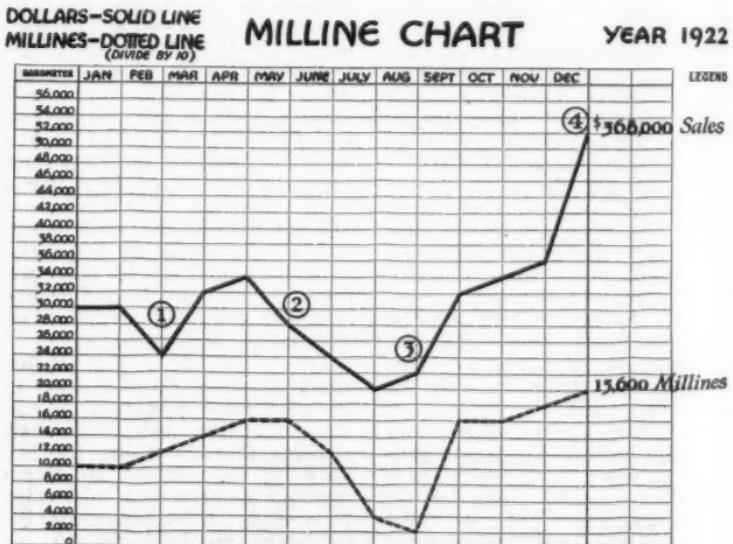
of money spent might include a special item of some kind which completely upset the chart as a record of the ratio between the pulling power of the daily paper and the sales. In January in the cash chart of advertising expense I knew that advertising expenses in January represented the bills paid for December advertising. Then in other returns I often found certain items were allowed to run for the better part of the year and then tossed into the advertising account. The result was a chart that would puzzle a Philadelphia lawyer to explain.

Naturally, in some cases, I have tried to make a chart showing the amount of advertising done each month in cash from records compiled from daily records in the advertising department. This is somewhat better than the chart founded upon the advertising expenditures by months, which is furnished by the house bookkeeping department, but it is not practical for the reason that almost immediately one runs into a complete tangle. If you talk about spending \$5,000 for advertising in June and the books of the house

show that \$10,000 was actually spent, you are at variance with the official records. Every time you make a statement it looks false on its face. All sorts of embarrassments pop up.

Another chart which I abandoned in favor of the Milline chart was the chart showing the agate lines. This is all right for one publication, but if an advertiser uses more than one publication the agate line record is simply ridiculous. When you have a 200-line advertisement in a paper of 200,000 circulation, and repeat it next day in a paper of only 50,000 circulation, if you chart the total for both insertions as 400 lines you see at once that such a record has practically nothing to do with the weight of your message, or the strength of your advertising, if you prefer to phrase it that way.

The Milline chart I believe to be a scientific record, because from its nature it is exact. In this chart under examination advertisements of various sizes in four local papers of widely varying circulation were used to project the firm's advertising message.



A CHART OF THE SALES AND MILLINE VOLUME OF A HIGH-CLASS SPECIALTY SHOP  
IN A PROSPEROUS OHIO CITY

But we have the weight of the message reduced to a single Milline monthly figure.

I have marked the interesting spots in the chart. What can we deduce?

(Number 1)—You will see the sales slumped for the month of February \$6,000, but the number of Millines was increased by 200. Or to write it another way, one-fifth more people were invited into the store in March than in February. The sales operations responded nicely.

(Number 2)—The end of May the sales fell off from \$34,000 to \$28,000, but the Millines remained constant at 1,600. Then the forward push of the business was lost probably by reason of the third measurement of advertising (Ability—which is the third measurement of advertising—we must always remember, begins by considering first, General Business Conditions, and secondly, the Season).

(Number 3)—Observe that the sales pick up a little in August, but that the advertising was allowed to sag 200 Millines. But the August sales encouraged this merchant, so he stepped on the gas and presented to the public a message eight times as weighty in September as in August. The sales responded by an increase of \$10,000. You will notice our merchant held on during October with a slight increase in November.

(Number 4)—This figure shows the wonderful nature of the third measurement of advertising (Ability). That good Bishop Nicholas, who was the original Santa Claus, surely started something. This merchant could thank him for his sales of \$50,000 in December.

As we study over this chart we naturally ask ourselves, "Can the advertising manager pull up the sales of a business through the increased number of Millines he uses, even as the engineer on a

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Baldwin locomotive by more steam can drag a heavy train up the mountainside?" This is the first question.

The second question which at once springs to the mind of the merchant when he sees his first Milline chart is, "Must we have that slump—that five months' slump from April to October?" As he looks at the exact record of the weight of his message to the public many a merchant will nod his head and say, "If an enemy were doing my advertising he could not have made a better job."

One merchant said to me, "Why didn't someone tell me I was not inviting one-eighth as many people in the store in August as I did in May?" Then he examined the old-fashioned dollar chart and he found that his greatest expenditure for advertising in that year was in the month of August. He was so much interested that he sent for the items and we ran the matter down before leaving the room. A large sum had been invested in show windows and charged in the month of August when the bill was paid. Of course this advertising should have been spread over at least five years. But here came in the good old alibi that the bookkeeping department was already behind in its work and would simply sink to the bottom of the sea if burdened with more details.

When an advertising manager first displays a Milline chart, either of general advertising in newspapers, in magazines, in farm papers, in business papers, in small town mediums, or a chart of local advertising in local newspapers, I recommend that he refer to the Millines more or less as customers. This brings the matter clearly into the vision of every member of the advertising committee. Members of the firm who are rather sceptical about anything new and who are naturally opposed to anything that savors of extreme formalism take hold immediately when you say: "Our message last month weighed 20,000 Millines, or to put it another way, I may say we invited

20,000 customers. Last year for the same period we invited 25,000 customers. What is to be done in the matter?"

One of the most interesting Milline charts I ever saw was drawn to show the comparative strength of trade papers. The facts which were revealed to this great manufacturing concern by this chart were considered of the highest importance. They had suspected for some time that their best responses lay along a certain avenue, but, owing to the lack of measurement of the weight of the message, they had been unable to prove anything. They took their message and gave it the same number of Millines in a list of trade journals. Mind you, not the same number of insertions nor the same space nor the same amount of money—but the same number of Millines! It was like an X-Ray.

One paper in particular that had always been used, only with small space (because they thought it too expensive), fairly flooded them with orders. A number of drastic changes were ordered at once in their list. I have been asked how much money does a Milline represent (about). The answer is: "In local newspapers and assorted lists in the city, somewhere between \$1 and \$2." In the chart shown, owing to the method of using the four newspapers, a Milline represents about \$1.50. But, there is no way of fixing this rate.

I recommend keeping the Milline chart entirely separate from the chart of money spent for advertising. This latter chart rightfully shows the entire expense. Outdoor advertising, indoor advertising, display windows, floor space advertising, employees' time, etc. But keep the Milline chart on a different plane. Never mind the cost! It is not intended primarily as a money-saver. It is intended to demonstrate to every responsible man in the house that advertising *does* pull. If it accomplishes that purpose, it will give the advertising manager confidence to go ever forward, ever trumpeting the news of his house before an ever-increasing audience.

# Indianapolis is different



Every thirty-five minutes a new home has been completed in Indianapolis this year. Although rapidly increasing in population, this truly American city is losing none of the home life which has made it peculiarly susceptible and responsive to advertising in

## The Indianapolis News



Frank T. Carroll, Advertising Manager  
New York Office: Dan A. Carroll, 130 Nassau Street  
Chicago Office: J. E. Lutz, The Tower Building



*Arthur Capper*  
PUBLISHER

# THE CAPPER

Circulation 1,553,696

TOPEKA, KANSAS

Sections - Capper's Farmer - Oklahoma Farmer  
Kansas Farmer and Mail and Breeze

# Demonstrated Editorial Leadership

For 26 years, John Fields, editor of the Oklahoma Farmer, and his associates have worked continuously in the interests of the farmers in Oklahoma. This is a service three times as long as that rendered by any other farm paper in the state.

Nearly every man, woman and child in Oklahoma knows of John Fields, the man who made farming **SAFE** in Oklahoma.

He has

- created a new crop which in 1919 had a value of \$23,271,427.
- made epochal changes in the state's rural high school system—now second to but one in the country.
- re-organized the agricultural financial policy of a state.
- organized the famous Cow, Sow and Hen movement.
- now secured the enthusiastic cooperation of the country's biggest agricultural interests in behalf of his "Wheat, Feed, and Moisture" educational campaign which will establish the permanent prosperity of the Plains in six years.

Here is "reader influence" worth cultivating. Here is **demonstrated** editorial leadership. This is the "mass appeal" you get when you use the Oklahoma Farmer, the Oklahoma section of the Capper Farm Press.

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**FARM PRESS** *Marco Morrow*  
 Line Rate \$8.50 Milline Rate \$5.47 *ASST. PUBLISHER*

Nebraska Farm Journal—Missouri Ruralist  
 Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

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# This Firm Had News—

**They Wanted It to Reach Everybody  
in the United States—Quickly!**

*On the same day—almost at the same hour—by means of the advertisement reproduced here the makers of Lux reached every fourth English reading family in the United States*

**26,000,000 women  
wash all their fine things  
this way—from dainty silken trifles  
to big handsome blankets**

**Then they  
thought of it  
for washing dishes**

This advertisement, occupying 710 square inches (a double page), appeared in colors in *The American Weekly* May 6th

THEY had a big, new story. Scores of new uses discovered for Lux. How could they get their story quickly, simultaneously, to the 26,000,000 regular Lux users?

This is what they did: They prepared the greatest advertisement for a soap ever run. They put it in *The American Weekly*.

On the same day, almost at the same hour, the advertisement reproduced above was in the hands of one out of every four English reading families in the United States. 18,000,000 women, men and children from Maine to California were told of scores of additional uses for Lux.

This is one of the economies of modern large scale production—to reach millions of consumers at once. Compare the \$24,000 paid for this mammoth advertisement with the colossal cost of reaching 18,000,000 prospective buyers by word of mouth or by letter. The postage, alone, on the letters would cost more than \$360,000. It is merchandising like this that reduces the cost of commodities.

No other single medium in the world could reach 18,000,000 readers with one issue—almost one-fourth as many people as are reached by all the other Sunday newspapers in the United States combined.

**American Weekly**

1834 Broadway

A. J. KOBLER, Manager

New York City

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## Sales Managers Project Five-Year Program

THROUGH a committee in charge of its sales executive division the American Management Association, New York, has formulated a tentative five-year program for the analysis of sales problems. The program as outlined is as follows:

(1924)

### Report on "The Work of the Sales Executive."

This report will cover the most successful methods of carrying out all of the recognized duties of the sales executive such as the organization and supervision of the sales force, the training of salesmen, forecasting changes in business conditions, creating demand for the company's goods, developing methods of selling and measuring sales progress.

(1925)

### Report on "Organization of the Field Force."

What the report will cover:

(1) Kinds of field organizations best adapted for different kinds of sales organizations.

(2) Discovery of talent—selecting, placing and promoting men.

(3) Determining size and location of agencies, number of salesmen per supervisor, etc.

(1926)

### Report on "Developing Methods of Marketing Goods" (Sales Strategy).

What the report will cover:

(1) Methods of creating demand (a) through advertising, direct and indirect; (b) through service to customers, and (c) through creating good-will in other ways.

(2) Developing methods of selling (a) through analysis of buyer's needs in relation to company's product, and (b) through a study of the selling technique of successful salesmen.

(3) Preparation of sales manuals, service material, literature for prospects, etc.

(1927)

### Report on "Supervision of the Field Force."

What the report will cover:

(1) The securing of adequate reports from the sales force.

(2) Measuring the progress of agencies. (a) Preparation of agency indexes in the home office to measure progress of agencies and to show the agency manager where he stands.

(3) Control and stimulation of the sales personnel (a) by means of visits; (b) by means of letters, and (c) by furnishing agency manager with significant facts and figures.

(1928)

### Report on "Developing the Field Managerial Staff."

What the report will cover:

(1) Selecting managers.

(2) Training managers.

(3) Supervising managers.

John A. Stevenson, second vice-president of the Equitable Life Assurance Society, is chairman of the sales division of this association. In pursuing this program this committee will follow the "job analysis" method of studying sales problems which Mr. Stevenson has been so successful in using in his work with the Equitable. Mr. Stevenson's method is discussed in an interview in *Printers' Ink Monthly* for June under the title "The Hiring and Training of Salesmen."

A number of sales managers of national reputation are being asked to join this committee. It is their work as it is performed from day to day that will be analyzed in accordance with the program.

Reports of the analyses will be compiled and mailed to members of The American Management Association and others who may be interested.

## Urges Candy Men to Advertise Persistently

In addressing the annual convention of the Associated Retail Confectioners of the United States, at Philadelphia, Anderson Pace, of the Business Research Company, Chicago, urged upon the members of the association "persistent advertising to obtain proper results." He said further, "The proprietor of a store should give personal attention to his customers if he expects to succeed. Send customers away satisfied, and in their homes, and in neighborhood groups, they will be doing a potent bit of selling and advertising for you that you could never summon in any other way." The association voted to change its name to the United Retail Confectioners of the United States.

## "Alemite" Appropriation Increased

The Bassick Manufacturing Company, Alemite high-pressure lubricating system, Chicago, has informed its dealers that its advertising appropriation was \$200,000 for 1922, and that \$350,000 will be spent during the current year. Magazines, newspapers, outdoor advertising and displays will be used.

At the annual election of the Women's Advertising Club of Pittsburgh, the following officers were elected: President, Betty Bell; vice-president, Madelon Wildberg; corresponding secretary, Anne Waterhouse; recording secretary, Fay Lawson, and treasurer, Mae Boggs.

# Exide Battery Grabs the Buck for the Industry in Business-Paper Advertising

The Electric Storage Battery Company Advertises Electric Trucks

By W. B. Edwards

THE sales executive of a large manufacturing concern located in New York, was recently invited to talk before the student body of a business college. He had been requested to tell these young men and women the qualifications he looked for when selecting salesmen and office assistants. Before he had spoken for five minutes it became evident that "buck-grabbing" was the quality he admired most.

Beyond question he had chosen an important attribute to business success. Responsibility gravitates toward the individual who both assumes and invites it. The same holds true of the corporate buck-grabber. Yet, this sales executive was evidently unaware that a company may benefit by shouldering burdens which other manufacturers refuse to bear. At all events he vetoed all suggestions that his company advertise, claiming that competitors would secure almost as much benefit from the campaign as the organization he directed.

The Electric Storage Battery Company, of Philadelphia, in a current business-paper campaign, does not display this fear of competition. The copy appears in two bakery publications, a journal reaching the ice cream trade, three laundry papers and an automobile trade journal. Double-page space is employed.

This company manufactures the Exide Battery and the Exide-Ironclad Battery. It is the latter which is being featured in the publications mentioned. The electric battery, quite obviously, is an important and necessary part of the electric truck. The service obtained from an electric truck depends very largely on the battery. The battery must furnish

sufficient power to maintain a good speed for the entire day, not merely for a few hours after it is freshly charged. It must be capable of delivering power beyond its normal capacity when emergencies arise.

Naturally, the sale of batteries of the Exide-Ironclad type depends on the number of electric trucks in daily use. The electric truck manufacturers are advertising in trade and general mediums. However, most of these manufacturers do not compare in size with the gasoline truck makers. Consequently, their advertising is not so dominant. Some additional publicity, particularly copy directed to specific industries which can use electric trucks economically and profitably, would not be amiss.

#### TALKING TO THE LAUNDRY TRADE IN ITS OWN LANGUAGE

It is into this breach that the Electric Storage Battery Company has stepped. The advertising is tuned to conditions prevailing in the fields it reaches. For example, a February advertisement in the laundry papers is headed: "When February nets crowd the washers," and explains:

This is the season when more nets are going through your washers. More bundles must therefore be collected and delivered by the men on your wagons.

The wagons must make more stops on every route. More vehicles must be used to take care of this season peak.

Use electric trucks on routes where customers are concentrated and you will be surprised at the number of additional stops you will be able to make.

Electric trucks eliminate the need for extra wagons during your busy season. They decrease delivery expense when transportation costs are greatest.

An electric truck is so simple to operate that there is a minimum of lost motion in starting and stopping. It gives your representatives more time for selling and for extra stops. It gets over the ground rapidly. Its power consumption stops when the vehicle stops.

# "The First Publication Selected"



Drawing by John LaGatta

© A. H. Smith Co.

WHEN we began to advertise, *Vogue* was the first publication selected and for ten years now has been retained as an important element in our campaigns.

From experience we know that *Vogue* has outstanding influence with our important dealers. We realize, too, that smart women regard *Vogue* as the final word on all the niceties of fashion and the elegancies of modern life.

We intend to continue this long and profitable association with *Vogue*. Of this intention the best evidence is our 1923 schedule which doubles the space used in 1922.  
(Signed) Alfred H. Smith Co., Sole Importers of

**Djer-Kiss**

**V O G U E**  
One of the CONDE NAST GROUP

Your wagons must collect and deliver bundles just as promptly in February as in August. If they are electrics they will do this. Electric trucks work their way through snow, slush or sleet with surprising ease and speed. They keep your winter operating costs at summer's level.

Later on in the copy the question is asked: "How many stops daily should a laundry vehicle be able to make?" The advertisement says: "You will find these and a number of other questions answered in literature especially prepared for laundries by certain electric truck manufacturers. We have a list of these manufacturers. Write for it today."

Throughout the series the left-hand page is designed primarily to sell the idea of electric street truck transportation. The right-hand page then ties up with the Exide-Ironclad Battery as a dependable and economical equipment for electric truck service. The bakery copy shows a thorough understanding of the transportation problems existing in that industry. Advertising directed at the ice cream field talks in terms of ice cream delivery difficulties.

An incidental advantage of this type of advertising is that it enables the company to reach two distinct classes of prospects. The first is the dealer or other prospect who does not possess an electric street truck. His interest is secured by dwelling on the benefits he may derive through the purchase of an electric street truck. The second class of prospect is the user of electric street truck vehicles who may be in the market for battery replacement. The right-hand page gives him the information he wants when his truck needs a new battery.

The second page of the advertisement already quoted, for instance, reads in part:

To THEM YOUR PLANT IS JUST A  
BUNDLE

Most customers never see your plant—to them your laundry is just a bundle. If that bundle is delivered late, the delay may offset all the good work done at your plant. That is why it is so essential, first that you have electric trucks for your short-haul, frequent-stop service, and second, that you equip them with Exide-Ironclad Batteries.

DELIVERY COSTS THAT WILL SURPRISE YOU  
Far-sighted plant owners who keep an

accurate and detailed record of delivery costs, fully appreciate the economy of the Exide-Ironclad.

Its reasonable first cost is only one of many factors in its economy. Another is its low upkeep expense. Then there is its long life. The Exide-Ironclad is rugged. Rarely if ever does it lose any time out of service for repairs.

The first cost of an Exide-Ironclad Battery, plus upkeep, divided by total miles traveled, will give you a new low figure on delivery costs.

Near you is one of the seventeen Exide branches. A line to us will bring you a representative with information that you will find interesting and valuable.

Does this sort of advertising pay? A reply to that question will depend largely on the intensiveness with which the advertiser follows up the leads the publicity creates. A. B. Kreitzburgh, manager of the publicity division of the Electric Storage Battery Company tells PRINTERS' INK: "We feel secure in the belief that our motive power battery sales organization is capable of getting its share of this increased business."

St. Louis Advertising Golf  
Association Tournament

About forty members of the St. Louis Advertising Golf Association participated in the first regular monthly tournament recently held at the Normandy Country Club. Fourteen prizes were awarded to winners in the different classes. Sam T. Judd of the Mercantile Trust Co. won first prize when he defeated George R. Baker of the *Globe-Democrat* after the two had tied for low with a 79.

Winners in other events were: A. J. Moore of the Collins Printing Co., Felix W. Coste of the D'Arcy Advertising Co., W. R. Mandell, Collins Thompson, Chas. M. Biggers, E. L. Hill, John Ring, Jr., C. L. Fisher, Milton Bernet, Thomas L. Ryan and J. J. Burke. The next tournament will be played some time in June at the Westwood Country Club.

Halliwell Electric Account  
With Brennan-Eley

The Halliwell Electric Company, New York, manufacturer of hair dryers, violet ray machines and other electrical devices, has placed its advertising account with the Brennan-Eley Company, advertising, Chicago.

E. O. Petersen with New York  
"Herald"

Einar O. Petersen, formerly with the New York *American*, has joined the advertising staff of the New York *Herald*.



PARIS and Fifth Avenue for everything else, perhaps, but London for the smartest sports clothes, traveling costumes, etc. That is why Laurence Fellows, the artist who is making London his headquarters, sends his vigorous drawings of new London costumes of this sort to the pages of Harper's Bazar. Paris, London, New York—it is an international showing of what is smart and new in fashion that Harper's Bazar offers its own exclusive clientele.

# Harper's Bazar

2/- IN ENGLAND

50c

6 fr. IN FRANCE

**FIVE**  
exclusive features  
of the Dairymen's  
League News

1. Sixty thousand subscriptions from the members of the Dairy-men's League Co-operative Association, Inc., alone\*.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. *Thus the weekly circulation for the past 12 months has averaged way above 60,000 copies.*
3. Circulation is concentrated and specialized.
4. Farmer - owned, farmer - controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than either of the other two state farm papers.

*\* Reader interest among this group is guaranteed by the fact that the League transacts more than \$2000 annual business with the average member subscriber in selling for him his chief source of income—milk.*

# When farmers advertise

**"CONVINCE YOURSELF!"**  
That's the slogan of the big national advertising campaign the Dairymen's League has just launched to sell its fluid milk, evaporated milk, and ice cream. Newspapers and posters, in the East and South, and a national magazine campaign are carrying the message.

The evaporated milk—called Dairylea—is backed by the biggest advertising campaign ever put behind an evaporated milk.

The Dairymen's League is made up of more than 70,000 New York State farmers. And there are eight other live and growing co-operative marketing associations in this same territory—the richest agricultural section of the country.

These business farmers are in control of their own business. By employing co-operative marketing, they get a larger percentage of the consumer's dollar. They

are no longer at the mercy of middlemen or the usual market fluctuations.

Where the average farmer is in funds only when his major crop has just been marketed, these business farmers have stabilized their incomes so that they have a constant buying power.

The business farmer is the type you want to do business with. And you can reach him and his family through the Dairymen's League News. Farmer-owned, farmer-controlled—this farm paper is read by members of all nine organizations—by business farmers directly and financially interested in the co-operative marketing movement.

Among the great romances of modern business, the story of what the farmers of New York State are doing will always have a place. If you will drop us a line, we will have a representative call to tell you more of the story.

Dairymen's League News, Utica, N. Y.

NEW YORK: 120 West 42d St.—Phone Bryant 6081

CHICAGO: 1008 Otis Building—Phone Franklin 595

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*league*  
**S****W****E****N****T**

**STAR FACTS*****ANOTHER  
INDIANAPOLIS BANK  
TO BUILD  
ITS OWN HOME***

In the last few months seven banks in Indianapolis have acquired new modern buildings for their homes.

*Where  
Banks  
are  
Prosperous  
Business  
Is  
GOOD*

This is just one indication of the prosperity of the market in which the Indianapolis Star circulates.

It is one good reason why you should be telling the story of your product to these people that have the money with which to buy.

Your advertisement in the Indianapolis Star will be read by these 'able-to-buy' people.

***THE INDIANAPOLIS STAR***  
*Always First—Always Fair—Always Complete*

**The Shaffer Group**

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

**Foreign Representatives**  
**KELLY-SMITH CO.,**

MARBRIDGE BLDG.  
NEW YORK  
LYTTON BLDG.  
CHICAGO

**R. J. BIDWELL CO.**  
742 MARKET ST.  
SAN FRANCISCO  
TIMES BLDG.  
LOS ANGELES

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# Fighting Prohibition's "Failure" with Advertising

Iowa Anti-Saloon League Abandons Free Publicity and Buys Space to Tell of Benefits of Prohibition

"REMEMBER the small-town 'Smart Aleck' who smoked cigarettes to act 'wise'—didn't go to church because he 'wasn't no Sissy'—drank whiskey straight to show how tough he was? He is still with us. Just as loud and swaggering as ever. You can find him most any day down on the corner, or at the dance, or even in some of our best clubs.

"He will glibly tell you that prohibition isn't going to keep him from having his little drink. No, sir! And he can buy the stuff any time he wants it at a half dozen places. And he's making some of his own at home."

That is not typical of the social welfare or religious organization of yesteryear. It is the Iowa Anti-Saloon League speaking—in the spring of 1923. The quotation is from a series of advertisements in Iowa newspapers just drawing to its close. In some respects it is an epochal campaign, for it is said to be one of the first times that the defenders of the Eighteenth Amendment have made an advertising effort of any appreciable size to tell of some of the achievements of prohibition.

A few years ago the Anti-Saloon League would probably have depended on free publicity to put its story across to the public. The practice was all but universal, but it is changing rapidly. Present-day churches, colleges, charitable organizations, and welfare societies now realize that the efficient way to sell an idea or a movement to a mass of people is no different from the efficient mass selling of tooth-brushes or tires.

When the Volstead Act became a law the thousands of people who had united to bring about prohibition believed that their work was done. Their satisfaction was short-lived, however, and it became necessary to set the prohibi-

tion propaganda in motion again. As time went on it grew more and more apparent to the forces opposed to the return of the saloon that the public was beginning to talk of the breakdown of prohibition and to regard it as an out-and-out failure. In Iowa, pamphlets and Anti-Saloon League literature were sent out and the usual news stories were given to the newspapers.

These had practically no apparent effect in checking the wave of reports and rumors. People still talked of the breakdown of prohibition. The Iowa Anti-Saloon League, after weighing all the possible methods of overcoming this condition, decided that paid advertising was the one way to settle the matter decisively.

## WHY PAID ADVERTISING WAS DECIDED UPON

"If the actual facts could be got over to the people, there would be no further danger of talk of failure," said R. N. Holsaple, superintendent of the League in Iowa. "News stories could not be made strong enough to tell these facts with sufficient emphasis to settle the matter once and for all. Pamphlets would not reach all the people, no matter how many of them might be given to church congregations. Paid advertising in large space in newspapers of general circulation was the one clear medium through which we felt we could settle the question."

Some two months were spent in preparing a campaign. The Anti-Saloon League put the work in the hands of an advertising agency, and a series of eight pieces of copy was laid out to run at weekly intervals. Rather than devote space to tearing down arguments of the "wets" it was decided before any copy appeared that there was plenty of material for build-

ing up a strong, positive case for the success of prohibition. Right at home in Iowa there were facts and figures regarding the closing of inebriate asylums, the increase in bank deposits, the police records of fewer arrests for larceny, abuse of family and disorderly conduct, and a cleaner political situation. Iowa labor union officials allowed themselves to be quoted, saying that "the effect of prohibition on the average workingman and his family is good—as evidenced by better health for the man and better food, clothing and general living conditions with an opportunity to get some enjoyment out of life." So the campaign was made up, principally of facts and figures instead of opinions of Anti-Saloon League officials.

"The campaign has just been completed," said Mr. Holsaple. "It is impossible to gauge its full effect, but it has already brought results far beyond the expectations of the League. One of the first reactions and one least expected was that it brought to the prohibition cause the wholehearted endorsement of many men prominent in the affairs of the State who were not even thought to be prohibition sympathizers. City and county officials who had at times looked on the work of the League as being more or less of an interference with their duties welcomed the support of this institution.

"The entire result of the campaign," continued Mr. Holsaple, "thus far has been to prove once more that there is no better argument in any cause than the plain and simple truth. The ordinary method is to depend on such free publicity as can be obtained. I appreciate the chance of giving stories to the papers when there is actual news in them. I also appreciate the fact that the newspapers are not in the habit of making positive and emphatic statements in such cases, and the result is often that the public gets an entirely wrong impression of the matter in question. By running paid advertising we are not

only dealing fairly with the newspapers, but we are able to tell our story in exactly the way we want it told."

The campaign is being taken up in Fort Smith, Ark., and several States are reported to be considering it.

### Railroad Makes Newspaper Advertisement a Coupon

Not too many years ago, when the postcard fad raged, there was one that folks a-visiting frequently mailed the folks back home. It bore every conceivable statement every sort of person might wish to include in a hurried letter. One marked an "x" after those applicable.

A reminder of such cards is found in the current advertising of the Northern Pacific Railway. Practically all of the large space used is devoted to a coupon letter addressed to the passenger agent of the railway. The caption beneath a small map of the Northern Pacific territory says: "Fill Out This Coupon—'We'll Do the Rest'."

### W. A. Martin, Jr., Joins the "Economist Group"

W. A. Martin, Jr., for the last nine years sales and advertising manager of D. E. Sicher & Company, Inc., makers of Dove under-garments, has resigned to join the "Economist Group" of publications of the Textile Publishing Company, New York. Mr. Martin was secretary of the Association of National Advertisers during the first two years of its existence.

### New Advertising Business Started at Los Angeles

C. Alan Walker has formed an advertising business under his own name at Los Angeles. He was formerly advertising and sales manager of the Kahn Brothers Corporation, Oakland.

Associated with Mr. Walker in the new business are Ralph Harrison and Myrtle M. Walker as account executives.

### W. P. Davis Joins Ralph Company

Wallace P. Davis has joined the Ralph Company, Los Angeles. Mr. Davis was formerly with Bates, Harrison & Jones, Inc., advertising agency of that city, and more recently with the Los Angeles office of The Echternach Advertising Agency.

### Lawrence Williams with Johnson, Read & Co.

Lawrence M. Williams has joined the staff of Johnson, Read & Company, Inc., Chicago advertising agency. He was formerly advertising manager of Silberman & Company, Chicago fur dealers.

**At 15 cents in 1917,  
Cosmopolitan had just a  
million. In 1923, at 35  
cents, it has more—a mil-  
lion a hundred thousand.**

**N**O other publication at 35 cents ever reached a million. And none ever maintained its circulation—naturally and voluntarily—through a price advance of 133 per cent.

# Cosmopolitan

*35 Cents*  
America's Ablest Advertising Medium

W. S. BIRD  
*Eastern Sales Manager*

A. C. G. HAMMESFAHR  
*Business Manager*

J. J. BARNETT  
*Western Sales Manager*

## New England Campaign for Mione Soap

An advertising campaign will be conducted in New England by the Mione Manufacturing Company, Philadelphia, to increase its distribution of Mione soap in that territory. This campaign will be directed by the Hancock Payne Advertising Organization, Philadelphia.

The Hardwick & Magee Company, "Bundhar Wilton" rugs, the Moore Bread Company, and the Peoples Trust Company, all of Philadelphia, also have appointed the Hancock Payne Advertising Organization to handle their advertising accounts.

## J. A. Morley, Advertising Manager, O-Cedar Products

James A. Morley has been appointed advertising manager of the Channell Chemical Company, Chicago, manufacturer of O-Cedar mops and polishes. He was formerly advertising manager of N. K. Fairbanks & Company, Gold Dust and Fairy Soap, and more recently acted in the same capacity for Wilson & Company, Chicago packers.

## F. F. Stevenson Joins Brunswick-Balke-Collender Co.

The Brunswick-Balke-Collender Company, Chicago, has added F. F. Stevenson to the sales promotion department of its phonograph division. He previously had been with the Columbia Graphophone Company as Missouri representative and the Price & Teeple Piano Company, Chicago, as Mid-Western representative.

## The Scholl Mfg. Company Appoints H. B. Goldsmith

Harry B. Goldsmith has been appointed sales promotion manager of the Eastern division of The Scholl Mfg. Company, Chicago. He will be located at New York. Mr. Goldsmith previously had been with Valentine & Company, New York, manufacturer of Valspur varnish, as assistant sales manager.

## W. C. Lavat, Sales Manager, Royal Typewriter Company

W. C. Lavat, sales manager of the New York City branch of the Royal Typewriter Company, Inc., has been advanced to the position of sales manager of the company. Mr. Lavat joined the Royal sales staff seven years ago as a salesman.

## Joseph F. Lazar with "Farm and Home"

Joseph F. Lazar has joined the New York sales staff of *Farm and Home*, Springfield, Mass. He was formerly advertising manager of the Lounsbury Soule Company, Inc., New York, manufacturer of "Dr. Kahler" shoes.

## Made Vice-President of J. L. Mott Iron Works

V. N. Roadstrum, executive manager of The J. L. Mott Iron Works, plumbing fixtures, Trenton, N. J., has been appointed vice-president and general manager.

The company also has appointed Otis I. Guernsey secretary. He succeeds E. A. Quin, who is away on a leave of absence due to ill health. Mr. Guernsey will make his headquarters at the New York office of the company.

## New Advertising Campaign for Asbestos Shingles

A new advertising campaign on asbestos shingles is contemplated by the American Insulation Company, Philadelphia, manufacturer of asbestos products. The company will concentrate its advertising effort in New England and ten additional Eastern States. The Hancock Payne Advertising Organization, Philadelphia, will direct this advertising.

## Julius King II with James G. Herr

Julius King II, for the last three years advertising manager of the Julius King Optical Company and the safety division of the American Optical Company, New York, has become associated with James G. Herr, advertising, Minneapolis.

## Dorrance, Sullivan & Company Advance William Wathall

William Wathall, who recently joined the New York staff of Dorrance, Sullivan & Company, advertising agency, has been appointed Eastern art director. He will continue to make his headquarters at the New York office.

## Erie, Pa., Advertising Business Changes Name

The advertising business at Erie, Pa., which has been conducted under the name of Tom Sterrett, has changed its name to the Sterrett Advertising Service. Mr. Sterrett has resigned as head of the business and is succeeded by W. M. Lias.

## Joins Honolulu "Star-Bulletin"

Campbell Rooney Bishop has joined the advertising staff of the Honolulu *Star-Bulletin*. Mr. Bishop was at one time Pacific Coast representative of the Standard Rate and Data Service, Chicago.

## Hancock Payne Adds F. De B. Bostick to Staff

F. De B. Bostick, formerly with The Aitkin-Kynett Company, Philadelphia, has joined the production department of the Hancock Payne Advertising Organization, also of that city.

# *Hitting the Bull's-Eye*

Father may sign the check but son and daughter dictate the make of automobile the family buys.

Mother may buy the phonograph but the young folks are the ones who spend money most freely for the latest records.

Father hesitates about paying \$4.00 for a shirt, but Alfred hands over \$8.00 without batting an eyelash.

Very few girls buy in the women's department, but many older women buy their apparel in the misses' section.

Youth, not the older folks, should be the bull's-eye of your advertising target.

In Chicago the newspaper that appeals to and is read by younger people—people under forty and those who THINK under forty—is the

**CHICAGO AMERICAN**  
EVENING  
**A Good Newspaper**

Only afternoon newspaper in Chicago with a circulation of more than 400,000



# Time

THE vaudeville artist draws a picture before your eyes; a burst of applause. The next day, he is forgotten.

A great painter at work on his masterpiece. Slowly, lovingly, he applies his brush. But it survives even the plaudits of an admiring world long after he is gone.

It takes time to build a great newspaper—it can't be hurried. It is an evolution.

It is the very embodiment of a patient study of a town's tastes.

The Sunpapers are Baltimore itself. They reflect Baltimore's idea of what a newspaper ought to be.

Baltimoreans like it — the largest circulation and advertising patronage of all three Sunpapers prove it.

Mushroom growth never did make a great advertising medium. It is the substantiality of Sun circulation that has appealed to advertisers who look deeper than circulation figures.

The Sunpapers offer more than the largest circulation in mere figures — they are the figures of TIME.

*Everything in Baltimore Revolves Around*

**THE**  
**MORNING**



**EVENING**

**SUN**  
**SUNDAY**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

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**BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER"**

# Responsiveness!

In getting together the material for her famous *Farm and Home* Cook Book, Mrs. Mary R. Reynolds, Household Editor, received from her readers over 10,000 recipes as a result of four short items (less than a column in all) devoted to her offers of 50 cents each for those accepted.

*Send for a copy of  
"The Farmer's Partner Is His Wife"*

## FARM AND HOME

*The National Magazine of Rural Life*

**PHELPS PUBLISHING CO., Publishers**

DAVID R. OSBORNE, Advertising Manager  
SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

456 Fourth Avenue, New York

J. Lewis Draper, Sales Manager

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# Real Estate Organization Advertises Not Houses But Services

Douglas L. Elliman & Co. Show the Way to a New Field for the  
Copy Writer

By James Henle

**"NOTHING** to advertise." Nine chances out of ten that would be the reply of more than one real estate agent if approached and asked to advertise his firm. Of course, he would say, he believes in advertising! When he has a building and wants to fill it with tenants, doesn't he advertise it and doesn't he see the advertising do the job?

He may even advertise his own firm in a small way, inserting announcements of the "card" type, with his name, address and some such words as "real estate and property management." But tell his story in advertising? Why, he would assure you, he hasn't any story! And especially would this be the case—in his own opinion—if his firm did not do a city-wide business but specialized in one definite section.

But he would be as far from the truth as was the reporter who came back from the peace meeting and explained to his boss that there was no story in the assemblage, since the speeches had never been delivered—the peace meeting had broken up in a row! There is a big, human-interest story in the management of real estate—a story very similar to that developed by trust companies which are advertising their services. There are incidents which can be told—everyday incidents which arise in the functioning of a modern, high-powered real estate firm—which reveal that firm as something more than a mere collection agency for rents, which dramatize its value and interpret its aims and its possibilities to potential clients in a way that would be impossible without the aid of advertising.

How much can be accomplished in this direction, how interestingly the work of a real estate firm can

be pictured—and with no sacrifice at all of dignity—is shown in the advertisements of Douglas L. Elliman & Co., now appearing in a New York newspaper.

#### THREE POINTS ARE EMPHASIZED

The advertising has three main points to emphasize—the service of the firm in managing property, in leasing property and in assisting by the advice of its experts in the investment of money in New York real estate. The firm does not conduct a general real estate business; it specializes in high-class business and apartment property in that section of Manhattan bounded by Third and Eighth Avenues and 34th and 96th Streets. Within these limits, however, there is no class of real estate or insurance work that is not within its scope. The advertisements were designed to illustrate the duties of a modern real estate firm, and to show the valuable service performed for its clients. The advertisements were intended to reach: (1) persons who own New York property; (2) persons either in New York or other cities who contemplate investments in New York real estate, and (3) persons who intend to lease either business or residential property in the metropolis.

Previously Elliman, like other real estate firms, had bought advertising to obtain tenants for specific properties—in this case the advertising bills were usually footed by the client. It had also advertised the firm name in orthodox, non-spectacular fashion in a few magazines appealing to particularly high-class groups. It had gone beyond this a bit, however, in designing rather interesting envelope stuffers which it used in correspondence where it was

May 31, 1923

May 31,

thought that the recipient might be interested in Elliman service. These were rather successful in some cases and the results from them were partially responsible for the determination to begin a real advertising campaign.

The first advertisement in the



**You've saved us \$50,000!**

*How a widely known manufacturer sought for and used expert advice*

**W**HEN the secretary notified John Anderson that the lease for the retail store of Anderson & Company on Madison Avenue would expire, early in 1923, the president of Anderson & Company decided that, as he was concerned, the decision as to the removal of the store should be left to him.

It happens that the proper location in New York for Anderson & Company is a retail store of 2,000 square feet, which will give them an accurate knowledge of the problems of the dynamics of business and the psychology of the public in the great business centers throughout the United States.

Anderson consulted his attorney. He wished Douglas L. Elliman & Company for his interests because of their large experience in purchasing business properties in the greater New York district.

#### *Planning the right location*

Anderson called Douglas L. Elliman & Company to meet him at his office. He said: "I would like to know, in what city, where, if I were advised to move, would you advise me to go?"

L. Elliman & Company suggested that he go over all of the logical districts from 22nd to 96th Streets, and from 5th Avenue to the Hudson River. They checked the home cities and towns of tens of thousands of the men, critics and members of people, including the state and congressional delegations, the business and financial leaders, and other public opinion. Every possible factor was considered.

As a result, Douglas L. Elliman recommended that he move to the same location as his other retail stores in the same business.

*The kinds of our various departments will greatly diversify clients and persons interested in buying, selling, or advertising in the advertising business or in the grocery trade.*

## DOUGLAS L. ELLIMAN and Company

PLAZA 9200 15 EAST 49th STREET

Real Estate — Investments — Management — Insurance

TALKING SERVICE AND NOT BARGAINS IN NEWSPAPER COPY

series was four columns in width, though the ones which followed it were three columns. It was devoted to showing the service that Elliman renders to those who are anxious to lease business property in its district. It was headed, "You've Saved Us \$50,000," and the illustration showed a business man at his desk, telephoning. The story was one that would interest any business man. Anderson & Company—the name was frankly fictitious but the copy promised the real name of the concern upon request—maintained, as do so many manufacturers, a retail store in order to study at first hand the problems of retail distribution

and "get a line on" consumer preference. The lease of the retail store on Fifth Avenue was to expire within eight months. The advertisement then continued:

#### **PICKING THE RIGHT LOCATION**

Anderson asked Douglas L. Elliman & Company to answer these three questions: (1) Should he move? (2) If so, where? (3) If it was advisable to remain in the same location for the present, what should he pay for rent? Douglas L. Elliman & Company made a thorough survey of all the logical districts from 23rd to 59th Streets and from Third to Eighth. They checked the home cities and towns of people visiting the store and investigated carefully the tendency of shoppers to go further uptown. Every possible factor was taken into consideration.

As a result Douglas L. Elliman recommended that Anderson & Company maintain their retail store in the same location for a period of five years and after that move further uptown. An approximate future location for the store was recommended. A definite site is to be selected four years later after a further checking.

#### **HOW MUCH RENTAL?**

The proper rental for the new lease was next considered. The landlord asked \$45,000 a year for the new lease. A survey made by Douglas L. Elliman & Company proved that the store should rent for only \$35,000 a year based on present conditions. They also made a survey of other ground floor locations in the same section.

As a result of this comparison the landlord agreed to give him a reduction of \$10,000 a year.

John Anderson followed their recommendation. Douglas L. Elliman & Company convinced the landlord by the logic of their arguments and secured from him the five-year lease for \$35,000 a year—a clean saving in five years of \$50,000.

#### **AN UNUSUALLY COMPLETE SERVICE**

Here are some of the services this company can give you. It will sell, purchase or lease a piece of business or residential property. It will select the site, secure the option and complete the necessary details of purchasing a piece of land, secure the proper architect and building contractor, assist in the negotiation of mortgages, attend to the leasing of the new building from the plans, secure the help and manage the building after completion and attend to its proper insurance. Later, if you desire to sell, the company will find a buyer and assist you in reinvesting in other property.



444,310 more lines of display advertising were placed in The Minneapolis Journal than the next paper by local merchants during the first four months of 1923. The Journal's total was 3,137,197 lines.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee, Inc.*

Another advertisement was devoted to the work of Elliman in connection with the Hotel Roosevelt, which is being erected on Madison and Vanderbilt Avenues, and drove home the service which the Elliman concern offers to investors. Other insertions emphasized different angles of the Elliman business and gave anecdotes illustrating what it accomplished for clients. In one advertisement, stressing the manner in which Elliman specializes in one section of Manhattan, occurred this paragraph:

Every foot of space in this territory we know. Every transaction for years back is in our records. Every effect of the zoning laws on business and residences is calculated. Within our organization, even, our brokers specialize in districts and in types of real estate. The fifty buildings whose entire operation and rental we manage are in this zone.

In keeping with this constant effort to render a maximum of service in this specialized field the Elliman concern is at present engaged in preparing a booklet which will contain floor plans of all the apartment houses in the Park Avenue district.

#### WILL NOT ALLOW ORGANIZATION TO FALL SHORT ON PROMISES

These plans are always kept on file, anyway, but they become torn and dog-eared with use, and Elliman, accordingly, intends to incorporate them in a booklet that will be a distinctive convenience to its clients. In this and other ways it is backing up its advertising, determined to fall short in no particular of the promises made therein.

The Elliman firm has no monopoly on this kind of advertising. Indeed, it would be surprising if real estate firms in other cities did not follow its example and begin actively to merchandise their services to potential clients, to explain their work, to interpret themselves and their conception of their job to the public. By this Elliman advertising another rich vein has been tapped for advertising and another sphere opened to its usefulness.

#### Jobbers Favor Coupon Books for Gasoline Sales

Independent petroleum jobbers from Illinois, Indiana, Wisconsin, Michigan and several other States at a recent meeting at Chicago expressed themselves in favor of the sale of gasoline coupon books which would be honored by any independent dealer. The use of coupons good for the delivery of a specified quantity of gasoline, although not new among oil men, has not been widely accepted outside of the vicinity of the dealer issuing it. It is the intention of the "independents" to promote this method of selling and to put it into operation nationally on a more stable basis.

The Chicago meeting voted in favor of establishing a central clearing house for handling coupons. This is to be administered by representatives of the Independent Oil Men of America and the American Oil Men's Association, membership in which is open to any independent jobber. Some of the details discussed were a universal type of coupon, provisions for advertising the coupon books and protection of jobbers against counterfeiting of coupons and other financial loss. J. L. Murray, a director of the National Petroleum Marketers' Association, presided at the Chicago meeting which was preceded by a meeting at Milwaukee.

#### Bottle Cap Maker to Come East

The American Bottle Cap Company, Inc., Seattle, plans to establish a factory in New York State. PRINTERS' INK is informed by C. Gordon Keys, president. The product of this company is the "Ambocap," bottle cap.

An advertising campaign is contemplated later in the year on completion of the building project.

#### Automobile Accessory Accounts for Osten Agency

The Osten Advertising Corporation, Chicago, has secured the advertising accounts of the Buell Manufacturing Company, manufacturer of Buell automobile signals, and the Norlipp Company, manufacturer of "Keystone" initial radiator caps for automobiles. Both companies are located at Chicago.

#### Joins Geyer-Dayton Agency

John L. Boyd has joined the staff of The Geyer-Dayton Advertising Company, Dayton, O., as account executive. Mr. Boyd was formerly with The National Cash Register Company, Dayton, and N. W. Ayer & Son.

#### Carnation Milk Moves Offices

The advertising department of the Carnation Milk Products Company has been moved, with other departments of the organization, from Chicago to Oconomowoc, Wis., where the company will make its headquarters.



## More Than 12,000 Business Men

—The pick of the world—from 28 nations of the world. . . . . In St. Louis for five days to talk business.

The individual incomes of these Rotarians average \$10,000. They represent varied business interests. They have a big voice in affairs.

A rare opportunity for you to reach leaders, thinkers, buyers. They will read St. Louis' only morning newspaper.

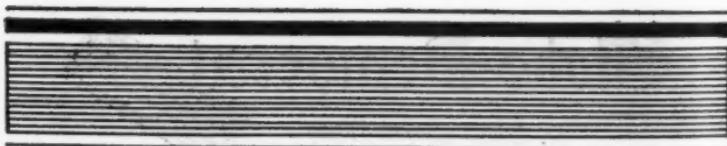
# Globe-Democrat

*St. Louis' Largest Daily*

*"We could not be satisfied  
unless we gave St. Louis  
her BEST Newspaper."*

F. St. J. Richards,	• • • •	New York
Guy S. Osborn,	• • • •	Chicago
J. R. Scolaro,	• • • •	Detroit
C. Geo. Krosness,	• • •	San Francisco
Dorland Agency, Ltd.	• • •	London
Asso. American Newspapers,	• • •	Paris

# *Visitors to the* Atlantic City



# Convention—

## *The Farm Journal*

Washington Square  
Philadelphia

May 31, 1923

Dear Friends:

While you are attending the Convention of the Associated Advertising Clubs of the World at Atlantic City, or in coming or going, we hope that you will take the opportunity of visiting us. We are only a little more than an hour from the Convention Headquarters.

Come in for lunch any day and see where more than 1,150,000 copies of *The Farm Journal* are published monthly. The latch string is out and a hearty welcome also.

Cordially,

Charles F. Garslein,

Publisher.



**GIANT ADS** are enlarged fac-similes of magazine or newspaper advertisements. They can be printed in black and white or color, and in any size up to 38" x 50".

## The final reminder that makes the sale

A WELL known advertising man claims that the violet vendor crying his wares on a busy corner is the perfect advertiser. News about an article—where it is for sale.

Giant Ads were created to help you simulate this lucky merchant, and cry *your wares* at the dealer's store; to bridge the gap between the day when your advertisements are read and the time when it is convenient for the prospect to buy.

Giant Ads add to the display value of the ordinary poster the weight which comes with repeating exactly in form and text the message used in your national advertising. It gives you the chance to speak again—at the point of sale—to the folks who were convinced by your magazine advertising and who would postpone buying or forget entirely were it not for this reminder.

*Write for descriptive booklet, rate card and samples*

**NATIONAL PROCESS COMPANY, Inc.**

117 East 24th Street, New York City, Phone: Mad. Sq. 3680

PHILADELPHIA  
1420 Chestnut St., Spr. 1173

BOSTON  
28 School St., Cong. 5257

PITTSBURGH  
335 5th Ave., Smithfield 1162

# GIANT ADS

# A Sales Manager's Choice of "The Finest Advertisement in the World"

What It Is and What There Is behind It

By A. H. Deute

General Sales Manager, The Borden Sales Company

THERE are many standards for judging the efficiency of an advertisement. What one man may regard as the finest advertisement in the world may make a very poor appeal to some other individual just as competent to judge its efficacy. To my notion, however, there is no such room for doubt in setting up standards as to judging what an advertisement should accomplish. It seems to me the best test of the power of an advertisement is a display of the goods advertised in the dealer's window.

Let us look at advertising, for a moment, not from the standpoint of copy or art work, but consider advertising as something which is supposed to sell goods and let us assume that advertising must sell something at a profit to be any good at all.

It is true there are many advertising men who feel that there is so much in the creation of goodwill and in building for the future that the immediate value of the advertisement is overlooked or disregarded; but may we not class them with the individual that Bill Nye discussed and of whom Bill said: "He's one of those men who see ten thousand dollars a long way off but can't see five cents close enough to get him a cup of coffee."

While the man who writes the advertising and the man who sells the space may not always agree with me, I do feel that the man who pays the advertising bill feels that the best advertisement is the one that sells the most goods for the dollar invested.

Now what is the best test of such an advertisement? I repeat that it is a fine, attractive display of the advertised merchandise

properly set up in the window or on the counter of a live, wide-awake storekeeper. Incidentally, such a display of goods makes a fine advertisement in itself. The efficacy of the display will, of course, be all the greater if the salesman who sold the goods did more than just induce the dealer to buy. He should have gone a step further and taught the dealer how to sell the goods.

Take canned milk as an illustration. There are many good milk campaigns. Undoubtedly they have all helped in making this a nation of milk drinkers. From our standpoint we feel that one of the best possible tests of what our advertising has accomplished is to see a big pyramid of Borden's milk in the windows of our dealers or on their counters.

#### PERFORMS AN IMMEDIATE SERVICE

What better backing up could advertising receive than such a pyramid? Once again I say that it is a splendid test of the efficacy of our advertising, and not only that but it is a splendid advertisement in itself. It not only catches the eye of the prospective user but it is able to perform immediate service. The can of milk selected from that display can be in the home and be served as the basis of a delicious cream soup and all in the course of an hour. If ever an advertisement has a chance to work quickly and surely an advertisement consisting of merchandise in the dealer's window certainly has it.

There is nothing so encouraging to the manufacturer who is trying to sell goods at a profit as publicity which pays and does it on the spot.

And while a display of the ad-

vertised product in the retailer's store is undoubtedly one of the best possible supplements to the manufacturer's advertising, its importance as an accessory in the campaign is often overlooked.

The window display and the counter display have been befogged and clouded by a variety of smoke-screens. But all these smoke-screens are absolutely nothing more or less than coverings and excuses for poor, weak-kneed salesmanship.

I think I am safe in saying that a great deal of money is wasted every year by manufacturers who try to make advertising substitute for good salesmanship. No one believes in advertising more strongly than I, but I do not believe that with most staple products it can take the place of salesmanship. Neither do I believe that salesmanship can take the place of advertising. The two must go hand in hand. There is entirely too much of a tendency to let salesmen lean on advertising. This is perhaps natural.

Because of the tremendous work which advertising can do, the average salesman is inclined to shift as large a part of his responsibility as possible to the advertising.

"I can't get things started in this market until we have a real advertising campaign"—one salesman writes. And he actually believes it.

"We have 85 per cent distribution in this city—the goods are in all the best stores. We couldn't sell much without advertising but we have a case or two in almost every store. That's as far as we can go. Now it's up to the advertising." So writes another salesman.

"The dealers today are better buyers than they used to be. They simply won't put in an article for which there is no call. It is necessary that we start some real advertising here before we can hope to do anything. In the meantime, count on me to do the best I can and to build for the future," another man writes. And the man who has to hustle the dollars with which to meet a very real payroll for men who are promising

nebulous things at an indefinite future day—that man wonders and wonders and then is apt to become desperate.

Such was the case with a certain small manufacturer of prepared mustard. He knew he could make good prepared mustard and in a small way he tried out his recipes. The dealers upon whom he called personally and to whom he told his story found his product good. He had given them a jar to try at home. He had enthusiastically induced women he met in retail stores to buy a jar then and there and take it home. He knew his mustard and not only believed in it himself but could make the dealer believe in it. He could and did go into store after store and although he had never been a salesman—knew nothing about selling as a business and knew less about advertising—he did know his product and he made friends for himself and boosters for his product in almost every store. Then he would dash back to his little plant and make up a small pack.

#### ENTER: TWO GO-GETTERS

His business grew and he realized that he would have to stay in his factory all the time to attend to the orders that came in. But he realized too that if he would develop as he should, he would have to have men on the outside. His own small market he could attend to himself, but there were two fine nearby markets where good volume should result. So he employed two men with real reputations as salesmen.

To his dismay, these real salesmen were unable to get anywhere near the business he himself could get. They did however produce something new to the mustard maker—a dismaying list of reasons and excuses as to why they couldn't sell mustard. "The line isn't known here," "Price is too high," "No demand for this brand," and so on through all the well-known variety of excuses.

"Of course, my mustard isn't known over there," the mustard maker pondered, "That's why I got me those two salesmen. What are they for if not to tell the dealers

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MEMBER A. B. C.

## Why They Are Regular Advertisers

RECENTLY John R. Macomber, president of Harris, Forbes & Co., Inc., of Boston, whose firm has advertised regularly in The Christian Science Monitor over a period of years, wrote us the following letter:

"We are regular users of advertising space in The Christian Science Monitor not only because of its local effect, but because we frequently receive inquiries from widely distributed points.

"We recognize, too, the influence the Monitor has exerted for many years in promoting the sale of securities of the best types, and we are glad to co-operate with a newspaper of its character."

The fact that leading financial establishments in many large cities advertise consistently in the Monitor, indicates its value as an advertising medium with both local and national appeal.

## The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

*Published in Boston and Read Throughout the World*

about my mustard, just as I have done here at home and am doing right along. I don't expect them to know anything about my mustard until I tell them; but when I tell them they know about it, and they like it and they can sell it and they buy more. Why can't these two professional salesmen do the same thing?"

The little mustard maker worked day and night to try to support himself and his family and keep his two traveling men. It was several months before he woke up to the fact that there is a lot of difference between salesmen.

How he happened to find this out was when he simply had to cut expenses and he let one of his men go. He took his young son who had been helping him make mustard and told him to go out part time and talk to the dealers. The youngster didn't know anything about salesmanship but he did know mustard and he believed in his father and he knew that money had to come in. And he started out as his father had started out. He just told the dealers about his father's mustard and he told them about it so simply and so sincerely that the dealers came to realize the quality of the goods and the prospects of more sales and profits to themselves.

Gradually, the son found out that in those stores where he succeeded in selling a large order, the dealer seemed to maintain his interest longer. The dealer was inclined to stack a fine display of mustard on the counter and he naturally had to appear to be back of the goods and tell his customers about it. It was soon plain that if the dealer were well sold, taught to believe in the mustard, and then sold a sufficient quantity of goods to make him willing to set it out where people could see it, that business came on nicely.

Now it did not cost one cent extra to get that kind of co-operation for the advertising. It was just the intense development of hard, sincere selling. The best kind of advertising going on in that community in behalf of the mustard could have accomplished little without that hard selling

which carried with it the enthusiastic interest of the dealer, resulting in the display of the goods and the willingness of the dealer to talk about them because he had been taught to believe in them.

On the other hand, when a line is well sold to the trade—sold to dealers who are glad to display it because they are anxious to sell it—then it is surprising how tremendously effective even a small, ordinary newspaper campaign can be.

#### WHEN ADVERTISING IS NOT GIVEN A REAL CHANCE

We often blame advertising for not paying when it was not given a chance to pay. When advertising is expected not only to sell the consumer but to do the job with the dealer for which the salesman is being paid, it is like asking a half-ton truck to carry a five-ton load and then to blame the truck because it breaks down under the burden.

Over and over again we find this to be true—a manufacturer will take two markets and put a salesman in each one. In one market, the salesman gets distribution and gets repeat orders without any advertising. In another market, the salesman will be unable to get business and insists that there must be an advertising campaign. The campaign is run and still the business does not come. The manufacturer blames both the salesman and the advertising. The advertising man blames conditions in the market and the salesman on the job; and the salesman on the job blames the advertising or the lack of "sufficient" advertising or competition or "conditions." As a matter of fact, the salesman is at fault. He didn't sell the goods in the first place in order to give the advertising a chance.

It is not fully safe to say that if a line has merit and the price is right, based on quality and service rendered, the right kind of selling effort will not only put the goods into the stores but will enable the retailers to move it out again. If, on top of that, suitable advertising copy is run sales will be speeded up tremendously, and if the copy is right the amount

# Detroit News Stronger Favorite With Advertisers Than Ever

THE number of daily newspapers in the Detroit field has been reduced from four in 1922 to three in 1923. Consequently advertising lineage has increased for all three remaining papers, but it is noteworthy that The Detroit News, which has always been first in advertising in the Detroit field, got the bulk of the increase; the second paper this year showing a slight increase of only 10,612 lines over the second paper of a year ago, despite the omission of some 150,000 lines due to lack of space by The News which naturally overflowed to this paper and the third paper. The Detroit News, on the other hand, shows the really remarkable increase of 1,224,328 agate lines for the first four months of this year.

This is significant. It proves that for most advertisers The Detroit News is the only medium which need be considered. This judgment is not only amply substantiated by the great lead which The Detroit News has in total advertising as well as in practically every department of advertising, but also by the great circulation of this paper.

The News now has more than 285,000 week day and 270,000 Sunday circulation—the greatest in Michigan either week day or Sunday. It covers the field thoroughly, giving advertisers the unique opportunity of reaching America's most prosperous territory at one cost.

## The Detroit News

*More Than 270,000 Sunday Circulation, 285,000 Daily*

*Greatest Circulation Daily or Sunday in Michigan*

# Selling shirts . . .



In 1922, the Reliance Mfg. Co. launched its advertising campaign on "Big Yank" work shirts . . . using three Chicago papers to tell its story to the Chicago market. The Herald and Examiner sponsored this campaign\* and carried practically double the lineage of the other two Chicago papers COMBINED.

*[\*Result . . . 861 Chicago retailers feature "Big Yank" as a trade-pulling leader . . . . . "Big Yank" jumping to first place in work shirt sales]*

# Chicago Herald

NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

# ... in Chicago

THIS year, the Chicago advertising support will be concentrated in two newspapers . . . . the Herald and Examiner . . . . as usual . . . . carrying the heavy end\* of the advertising load.

*[\*Specifically . . . . 85% more lineage than the only other Chicago newspaper used]*

# and Examiner



of business resulting will prove profitable.

But just because of this splendid potential value of advertising, salesmen expect it to do their job. Dealers are often inclined to believe that it will do their work. Manufacturers and producers have in it a blind faith that causes them to entrust to advertising work it should not be asked to do.

Advertising is most certainly not a substitute for the salesman's job unless the salesman can be done away with. But it has been found on the other hand that a combination of the two is the surest way to distribution and movement of the goods when used properly.

But distribution must come first—not only the kind of distribution which consists of forcing a case or two into a dealer's hands with the dealer left in the frame of mind where he dares the advertising to move the goods—dares it to bring people in who will take the item out of his store. That sort of distribution is much more common than it ought to be. Many salesmen feel it is adequate. Many sales managers believe it represents a field properly prepared for advertising. But it isn't.

A market is really not ready for advertising until at least some co-operation has been secured from the trade in that market. I do not necessarily mean that there must be adequate distribution. That is usually impossible. There should be some distribution, of course, but above all the attitude of the dealers in that territory should be friendly to the proposition whether or not they as yet have the goods in stock. This means a much better average class of salesmanship than is often prevalent. It means that before advertising can really do its best work the trade must be in a frame of mind to work with it.

And then after the advertising has started, a sure test that it is working and that the salesmanship preceding it also was efficient, is a display, as I said at the start, of the goods in the dealer's windows or on his counters. When that happens the advertising begins to pay dividends.

## Maine Advertised for Both Pleasure and Profit

The State of Maine Publicity Bureau, Portland, Me., is using considerable newspaper space in a campaign to convince the public that Maine is the "Land of Vacation Delights" and the "Mecca of the Carefree—the Sportsman's Paradise." But in addition to the gamut of adjectives mustered in description of an endless variety of scenery, resorts and sports, the State's industrial opportunities are stressed. These opportunities, says the copy in a small box, warrant fullest investigation. The suggestion is inferred that the business man may combine business with pleasure on his vacation.

## Richmond, Va., Ad Club Elects New Officers

The Richmond, Va., Advertising Club, at its annual meeting elected F. D. Fox, Garrett & Massie, Inc., president. He succeeds R. E. Hotze, Jr., of the Planters National Bank. The other officers elected were: F. B. Howard, International Correspondence Schools, first vice-president, and B. Y. Kinsey, Guaranty Motors, Inc., secretary. Mrs. J. K. Bowman, Expert Letter Writing Company, was re-elected second vice-president, and Irving I. Held, Northwestern Mutual Insurance Company, treasurer.

## American Zinc Sales Company Staff Changes

The American Zinc Sales Company, New York, has made the following changes in its sales department: Thornton Emmons, assistant manager of sales, New York, has been transferred to the Columbus, O., office in charge of Western territory. A. C. Eide, has been appointed sales engineer with headquarters at Columbus. He had been in charge of the Chicago office which the company has discontinued. L. E. Wemple has resigned.

## New Advertising Business Started at Philadelphia

Joseph Green, for the last four years manager of the direct-mail advertising department of MacDonald, Acton & Young, printers, Philadelphia, has started an advertising business under his own name at that city. Mr. Green was at one time advertising manager of the A. B. Kirschbaum Company, clothing manufacturer, also of Philadelphia.

## Salz Brothers, Inc., Buy Evans Dollar Pen Company

Salz Brothers, Inc., Salbro fountain pens, has purchased all patents, trademarks, machinery, stock and fixtures of the Evans Dollar Pen Company, Waterloo, Iowa.

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# Why A. S. Hinds uses the All-Fiction Field

# Advertising That

*This is what A. S. Hinds Company  
told their dealers:*

**O**UR campaign in the twelve magazines of the *All-Fiction Field* is real dealer advertising. For this very good reason:

"Of the 48,000 newsdealers who sell *All-Fiction* magazines, 16,000 are druggists. Many of your own best customers doubtless buy these magazines in your store.

"Just think what it means to have advertising of the Hinds Toilet Specialties you sell appearing in magazines which your customers come regularly to your store to buy. That's certainly a wonderful combination for sales and profits."

Over 2,000,000 Circu

# All-Fiction

The Field of real

# Follows Distribution

More Women Use It Every Day



Copyright  
A.S. Hinds Co.

The Magazines  
have helped  
materially in con-  
veying its messages  
of quality-appeal and usefulness  
to many millions of prospective patrons, and always  
in a pleasing form.

65,000 stores in the  
United States stock it.  
The sale of Every Bottle  
is guaranteed. Its pop-  
ularity is increasing  
rapidly.



for \$2700 a Page

# in Field

## of greatest Yield

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## All-Fiction Field

The Field of Greatest Yield

Over 2,000,000 Circulation  
for \$2700 a Page

# Experienced Advertisers Who Have Lifted Their Products above Price-Competition Class

Advertising Performs One of Its Greatest Services in Beating Price Competition

MOSER & COTINS

UTICA, N. Y., May 2, 1923.

Editor of PRINTERS' INK:

Will you kindly advise if any articles have appeared in PRINTERS' INK referring to products which have been taken out of a price-competition class? We are now working with a prospect who is greatly influenced by prices which his competitor set. They are in an enviable position in that no one in their field has a predominating position.

MOSER & COTINS,

D. A. TYNAN,  
General Manager.

IT has frequently been shown that advertising can turn a sales obstacle into a sales advantage. Nowhere is this more in evidence than in those fields which are, or were, ruled by price competition. Time and again campaigns have been run which took a product out of the price-competition class and placed it on a pedestal where it was immune from the attacks of cheaper makes. In fact, advertising has been successful in making high price an asset instead of a liability.

The Greenfield Tap & Die Corporation had this experience when a new product was introduced last year. An article in PRINTERS' INK for October 5, 1922, tells how this well-known advertiser found a higher price an asset in obtaining quick dealer distribution.

The Duofold Pen is another instance of a product which has been advertised in such fashion that the more than ordinary price proved to be no obstacle. Brenlin Window Shades is one more example. Here the problem was particularly difficult for the reason that the unusual quality of the shade is not apparent. Quality advertising for a quality product has made Brenlin stand out from the crowd.

The appended list gives references which discuss the advertising plans of those manufacturers who

have been outstandingly successful in lifting their articles out of the price rut.—[Ed. PRINTERS' INK.]

(*Printers' Ink Monthly*)

Direct Advertising Builds Big Sales for Unknown Product (Higher priced article—The Corson Shoe Mfg. Co.—had to meet competition of lower-priced shoes); December, 1922; page 29.

Selling a High-Priced Product by Mail; January, 1920; page 82.

Selling the Exquisite Product (Selling higher-priced articles); January, 1920; page 13.

(PRINTERS' INK)

Placing a Line Above Competition (Climbing out of the rut of price competition—the Ansonia Clock Co.); March 29, 1923; page 61.

Cultivating the Consumer Who Has a Minimum Income of \$20,000 a Year (Hampton Shops); March 1, 1923; page 141.

A National Mail-Order Business That Succeeded without a "Price Appeal"; March 1, 1923; page 17.

Beating Price Competition with an Economy Appeal (F. E. Booth Co.); December 14, 1922; page 53.

How Marmon Builds Its Distributing Organization (Factors to be considered in advertising for dealers for a high-priced product); November 9, 1922; page 33.

Choosing the Methods of Advertising a High-Priced Product; February 23, 1922; page 96.

High Price an Asset in Quick Dealer Distribution for New Product (Greenfield Tap & Die Corp.); October 5, 1922; page 51.

The Growth from an Idea of the Duofold Pen (The Parker Pen Co.'s high-priced pen defies the cheaper makes); September 28, 1922; page 118.

A High-Priced Household Accessory Overcomes Unadvertised Competitors (Brenlin Window Shades merchandised by common sense in selling and advertising); August 24, 1922; page 133.

The "Over-Crowded" Field (Selling the higher-priced article in a crowded market); August 17, 1922; page 175.

The "Servant Girl" Campaign of Western Electric (How Western Electric by advertising six appliances together is lifting the products above the price-competition class); October 26, 1922; page 61.

Unusual Quality Proves Good Talking Point for Fifty-Cent Collar (The Phillips-Jones Corp.—makers of Van Heusen Collars); July 21, 1921; page 129.

What to Do When Product Is Near Losing Identity (Beaded Tip Shoe Lace

emphasizes higher price to make quality stand out from crowd); February 3, 1921; page 73.

Using the Economy Appeal to Change a Luxury into a Necessity (The Vanity Fair Silk Mills); October 14, 1920; page 3.

Important Change in Stetson Advertising Policy (Replaces style appeal with narrative copy to explain high price of hats); September 23, 1920; page 10.

Selling the Highest-Price Overalls (Headlight Overalls); June 10, 1920; page 57.

Marketing an Article of Prohibitive Price (How the Hamilton Beach Carpet Washer Company sells its high-priced washer); June 3, 1920; page 17.

Atmosphere from the Dollars and Cents Viewpoint (Selling Higher Priced Garments); March 27, 1919; page 19.

This Advertising Convincs Salesmen That Their Product Is Superior (Advertising sells higher-priced article—Long-Bell Lumber Company); February 27, 1919; page 88.

High-Priced and Unique "Leader" Sells Whole Line (Why Edwin Clapp features Kangaroo Shoes); February 13, 1919; page 8.

Turning Complaints into Orders (Overcoming the high-price argument); January 9, 1919; page 98.

Brings Out Higher-Priced Brand to Save Prestige of Old One (Henry Tettlow Co.); July 26, 1917; page 78.

Putting the Higher-Priced Goods Across (Larrove Milling Co.); May 25, 1916; page 6.

Manufacturer Seeks to Broaden Market on Quality Argument (Electric Cable Co.); August 19, 1915; page 81.

Overcoming the Price Obstacle in Selling High-Grade Farm Machinery (Gale Mfg. Co.); July 29, 1915; page 80.

How to Meet High-Price Objection (American Huhn Metallic Packing Co.); January 7, 1915; page 66.

Turning Objections into Sales Arguments; December 3, 1914; page 6.

A Dealer Campaign That Has Scored (Illinois Refrigerator Co. Meets the Price Argument); November 19, 1914; page 37.

## A Warm Weather Campaign on Furnaces

The Thatcher Furnace Company, "Thatcher" furnaces, boilers and ranges, New York, has made a special appropriation for a business-paper, local newspaper, and direct-mail campaign during the next five months. This campaign, featuring the company's trade figure "Your Warm Friend," will start about June 1. The account is handled by Redfield, Fisher & Wallace, Inc., New York.

## Appointments by The Outlook Company

The Outlook Company has appointed Cole and Freer, publishers' representatives, Chicago, as Western advertising representatives of *The Outlook*.

Sweeney and Price, publishers' representatives, Boston, have been appointed New England representatives of *The Outlook*.

## Country Girl a Real Factor in Millinery Buying

The country girl may not be extravagant but each year she is closer behind the city girl in style and in purchasing, Frank P. Blumenfeld of Milwaukee told the forty-fifth semi-annual convention of the Millinery Jobbers Association at Chicago recently. "This is due," he said, "to the automobile and to good roads. The girl in the small town reads the advertisements and is no longer satisfied with the creations of the home town milliner. The small town milliner is being forced to buy at the large wholesale districts and carry the same hats that are being sold by city retailers." About seventy-five Middle Western jobbers attended the convention.

## F. W. Lines, Jr., with "The Shoe Retailer"

F. W. Lines, Jr., has been appointed sales and advertising manager of *The Shoe Retailer* and *The Hosiery Retailer*, Boston. He was formerly advertising manager of the McElwain Chicago Company, shoes, and more recently has been with the Penton Publishing Company, Cleveland, as a representative in the Middle West.

## D. J. Brady Joins The Pratt & Lindsey Company

Donald J. Brady has joined the production department of The Pratt & Lindsey Company, Inc., New York advertising agency. Mr. Brady was formerly assistant advertising manager of Kohler Industries, piano manufacturers, New York.

## V. R. Larsen with A. Schrader's Sons

Victor R. Larsen, for the last four years membership and publicity director of the Brooklyn Central Young Men's Christian Association, has been appointed advertising manager of A. Schrader's Sons, Inc., Brooklyn, submarine armor and brass fittings.

## E. H. Shepard to Direct Holley Carburetor Sales

The Holley Carburetor Company, Detroit, has appointed E. H. Shepard general sales manager of the company. For the last twelve years he has been with the Stromberg Motor Devices Company and until recently was manager of its Detroit branch.

## Philip Ritter Buys Volkmann Agency

Philip Ritter, president of The Philip Ritter Company, Inc., has acquired sole ownership of the Volkmann Advertising Agency, New York, by purchasing the interest of Miss M. Landau. The Volkmann agency will continue as a separate organization.



# FIRST!

**I**N the first four months of 1923, THE WORLD gained 26,000 lines of gravure advertising, or thirty-four times the combined net gain of the field. It thus enters the year far in the lead of its entire field in the matter of gains.

## GRAVURE ADVERTISING

### First Four Months of Year

	Gain	Percent
THE WORLD . . .	26,006 . . .	30%
The Times . . .	4,312 Loss . .	1% Loss
The Herald . . .	10,512 Loss . .	10% Loss
The Tribune . . .	31,454 Loss . .	15% Loss

THE WORLD GRAVURE has consistently stood first among New York gravure sections in the ratio of its advertising gains. It has become a value to be reckoned with in the adequate merchandising of the New York market.

**The**  **World**

MALLERS BUILDING  
CHICAGO

PULITZER BUILDING  
NEW YORK

FORD BUILDING  
DETROIT

MARKET AND THIRD STS. TITLE INSURANCE BLDG. SECURITIES BUILDING  
SAN FRANCISCO, CALIF. LOS ANGELES, CALIF. SEATTLE, WASH.

## Ministers Should Ring Door-bells; Churches Should Advertise

At the Philadelphia conference of the Lutheran Synod of East Pennsylvania Dr. H. Ross Stover, pastor of the Messiah Lutheran Church, emphasized the great importance of advertising church work. In part he said: "We must advertise the church if we want it to hold its own. We must take generous space in the newspapers and have attractive advertisements. The church, in order to be a successful undertaking, needs publicity as much as any business enterprise and the only way in which it can get the kind of publicity it needs is by advertising widely in the dailies."

"Another factor in making business enterprises successful is salesmanship. The church can easily adopt salesmanship to its advantage. The ministers and laymen of our church should ring doorbells and keep our people busy, not only on Sundays, but during the week. The only way to make the church hold its own is by constant persistence in church work by the laity. We must interest the laity by popularizing our cause through advertising."

## Bank Advertises for Vacationists' Accounts

The Atlantic Safe Deposit and Trust Company, Atlantic City, N. J., which is only an hour's train ride from Philadelphia, is running a series of newspaper advertisements in Philadelphia and other cities from which it draws its summer population, to solicit summer bank accounts. "Without terminating your present banking connections, we suggest opening a new account with us," states the copy, which points out to the vacationist the convenience of a bank account while away from home.

## Allan P. Ames to Form Own Advertising Business

Allan P. Ames has resigned as publicity director of the Joint Coffee Trade Publicity Committee, effective June 1. He will engage in business for himself with offices at New York where he will conduct a trade association advertising service. Mr. Ames had been publicity director of the coffee committee for the last four years and during part of that time he acted as assistant manager of the National Coffee Roasters Association.

## The Value of Advertising as a Time-Saver in Business

In addressing a meeting of the National Association of Cost Accountants, at Philadelphia, I. D. Carson, of N. W. Ayer & Son, stated that advertising is the annihilator of time. "Manufacturers," he said, "who have figured on certain increases in a definite time have found that with the aid of advertising they have attained the goal in less than half the time originally estimated."

## Aims to Make Billiards Popular with Educational Copy

Can advertising increase patronage for a billiard parlor? The Hippodrome Billiard Academy of Buffalo believes it can and has been running small double-column display in Buffalo newspapers for about two months. The management of the Hippodrome believes that advertising is helping its business. It plans to continue the campaign indefinitely.

The copy is designed to do away with the impression which exists in the minds of some people that billiards is not exactly a game for gentlemen and that it is something to be associated with saloons and gambling houses. The advertising points out the charms of the game and maintains that "the Hippodrome academy has always set a high standard for quality and refinement."

## Montreal Publicity Association Election

Fred W. Stewart was elected honorary president and H. S. Van Scyoc, was elected president, at the annual meeting of the Montreal Publicity Association. Other officers elected were: First vice-president, H. F. Kenyon; second vice-president, A. N. Sainte-Marie, and secretary-treasurer, Charles N. Valiquet.

Directors elected for the ensuing year are: J. D. Adam, H. Bartholomew, H. S. Beecher, George C. Baber, N. W. Crawford, Charles Holmes, J. C. Leroux, J. D. McCallum, L. W. O'Donnell, A. Renaud, R. C. Ronalds, J. A. Stewart, W. B. Tingle, H. G. Vaillant, Henri Viau, and D. L. Weston.

## W. J. Crowley, Publishers' Representative at Montreal

William J. Crowley has resigned as advertising manager of *Motor Trade*, Toronto, to engage in business for himself as a publishers' representative with offices at Montreal. For the last thirteen years Mr. Crowley has been with the advertising department of H. Gagnier, Limited, and its successor, the Consolidated Press, Limited.

## Meyercord Company Appoints W. L. Griffin

W. L. Griffin has been made advertising manager of The Meyercord Company, Chicago manufacturer of decalcomania transfers. He was formerly advertising manager of the National X-Ray Reflector Company, Chicago.

## With Gilman, Nicoll & Ruthman

James A. McGrath, recently with the *New York Morning Telegraph*, has joined the New York staff of Gilman, Nicoll & Ruthman, publishers' representatives, New York. He was formerly with the *New York Herald*.

# 182% Gain in Volume of Subscriptions

A total of 117,905 full-paid subscriptions for Hearst's International Magazine has been received since October 1st, 1922.

This is a gain of 182% over the 41,733 subscriptions received during the same period in the previous years.

The subscription growth of Hearst's International Magazine is following right in line with the startling gains being made in the newsstand sale.

***Hearst's International Magazine***  
A LIBERAL EDUCATION

# *The Principal Clients*

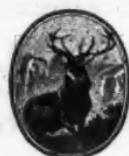
**ARROW**  
COLLARS & SHIRTS

*Black Starr and Frost*

**Crane's**  
BUSINESS PAPERS

*Crane's  
Linen Lawn*

**ESTEY ORGANS**



**HARTFORD FIRE  
INSURANCE CO.**

of *Calkins & Holden*  
250 Fifth Avenue New York

**HEINZ 57**

EATON'S  
**HIGHLAND**  
LINEN

New Jersey  
**zinc**°

Snowdrift

WASHBURN-CROSBY CO



Wesson Oil

*Don't leave  
retail display  
to chance*



Every day your goods find new competitors for public attention in the retail store. Under these conditions you need to make sure that your product receives the best possible display.

The Brooks Display Container (Patented) will secure such display for you. It is remarkably attractive and efficient. Its purpose and construction are obvious to the retailer, and he gives it the best counter location.

You can determine what the retail display of your product will be.

*Write us about your requirements.  
Send sample of product and design-  
inate number of units to be packed in  
a container. Also please specify  
any preference of design and colors.*

BROOKS BANK NOTE CO.  
Springfield, Mass.

New York

Philadelphia

Boston

# BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display Advertising*

# The Misuse and Abuse of the Word "Free" in Advertising

Not Only the Cause of Great Loss to Ignorant and Credulous Readers of Advertising, but a Great Harm to Legitimate Advertising

*Special Washington Correspondence*

DESPITE the watchfulness of the Post Office Department, numerous complaints and cease and desist orders of the Federal Trade Commission, the excellent work of The National Vigilance Committee of the Associated Advertising Clubs, and the efforts of scores of publications to banish the various forms of false and misleading 'free' advertising, the evil persists and is undoubtedly the most costly present abuse of advertising. The condition is pertinently stated in a circular recently published by a well-known farm paper by these paragraphs:

"To literally interpret the advertisements in many publications, even of the present time, everything is 'free.' The farmer is offered free seeds, free trees, free paint and free anything that would serve as sucker bait. The housewife is allured to expect any utility free from a package of needles to a fur coat and a suburban lot.

"The fake, of course, attracts only the weak and the gullible; but the deceit destroys the value of these papers for legitimate advertising and tends to weaken the efficiency of all advertising."

There are several well defined classes of these dishonest "free" advertisements. One, which is probably the most prevalent, offers a free prize to those who solve some simple puzzle or rebus, or to the winners of some very simple contest. Those who reply, never hearing from the advertiser directly, naturally think that they failed in the correct solution; but their names are used to build up a "sucker list" for the later direct-mail selling of some stock or other scheme.

Another large class offers a "free" premium in order to sell something else. Typical of this class, a page advertisement in two colors, published recently in one of

the household magazines, illustrates both a large and a small rug and, with much red ink, features in bold type, "FREE Hearth Rug . . . No Money Down . . . Brussels Rug . . . FREE Hearth Rug." A reading of the interspersed copy reveals the fact that if the large rug is bought on certain stated terms the small rug will be given as a premium.

Still another class is made up of advertisements that offer premiums to children and others for the peddling of soaps, baking powder, toilet articles and other cheap goods. These advertisements frequently illustrate articles that are desired by children, and by offering them "absolutely free" they attract many replies. The goods to be peddled usually to the value of five or ten dollars at retail, are then shipped with the proposition to sell them, remit the money, and then receive the premium advertised "free." Many of such advertisers employ dishonest, brutal collection methods, and deliver premiums of inferior quality only under pressure.

## HOW TO GET A FORD "FREE"

Scores of advertisements of these kinds can be quickly found. One, recently clipped, and probably belonging to the first class mentioned, announces in bold type, "Ford Sedan Free," and then, "You can win this ideal all-year car. Can you solve this puzzle? Try it and send your answer today. Surely you want this fine new latest model Ford Sedan." The puzzle is a series of numbers corresponding to the letters of the alphabet, and its obvious solution appears to be "Auto Free."

Another illustrates and offers a "FREE Baseball Outfit," with that headline, and the text reads, "Rush your name and address and we will tell you how you can get this Baseball Outfit, consisting of Base-

ball Suit, Cap, Fielder's Glove, Live League Baseball, Catcher's Mitt, ABSOLUTELY FREE. Write at once for FREE Baseball Outfit."

Unfortunately, the many ignorant and credulous people who answer these advertisements seldom complain, for they do not know their rights in the matter, and they are usually timid or fearful about invoking the law. However, complaints do reach the Post Office Department, and they are always investigated.

#### THE POSTAL DEPARTMENT'S POWERS

The Department cannot bar from the mails publications carrying advertisements of the kind unless fraud can be legally proved, and the securing of sufficient evidence is difficult in most cases, even when the advertising is obviously misleading. But the Department can and does hold up the delivery of publications carrying advertisements that are being investigated.

As a rule, this makes little difference to the publishers of mediums which carry a large volume of "free" advertising. It is one of the risks of the business, and the occasional delay in delivery of the publications does not materially affect collections for advertising. But the legitimate advertiser, who is sometimes attracted to such publications by low rates and large circulations, pays a heavy cost, unknown to himself, when the mediums are held up for weeks or months while the Post Office Department is investigating the character of the company he allows his advertising to keep.

One recent advertisement now under consideration at Washington is attractively illustrated with before-and-after photographs. The heading, in bold italics, makes the claim, "Naturally Curly Hair in 20 Minutes with Marvelous New Spanish Liquid," and the subheading, "Delightful elixir of Spanish herbs makes any hair soft, lustrous and wavy—and keeps it so!"

The text is set in two columns, and there is nothing to arrest the glance but three small pen draw-

ings and a caption set in large bold type above the centre of the second column. This caption reads, "Free Distribution \$3.50 Bottles," qualified by "(Only one to a family)" in smaller type.

The writer asked several intelligent women to look over this advertisement, and, without reading the text of the special offer, tell him just what they understood the rest of the advertisement to mean. Without exception, they said that they understood it to offer them a regular \$3.50 bottle of the preparation without any cost whatever, limiting the offer to one bottle to a family.

The first two paragraphs of the special offer deal with the advertiser's anxiety to give the preparation "a wide public distribution quickly," the "very costly ingredients" of the curler, and the statement that \$3.50 will be the retail price "when we distribute it through the drug stores later on." The "free" distribution offer is as follows:

"But right now, we are anxious to make friends for it as rapidly as possible in all parts of the country. So we have decided to distribute the first 10,000 bottles at the net cost of production and handling—without one cent of profit. We have figured this down to \$1.87, which includes preparing and compounding the herbs, bottling, packing and shipping the liquid. But this offer, it must be understood, is open to only one member of any single family.

"You need send no money. Merely sign and mail the coupon below." It is then explained that it will be necessary only to pay the postman \$1.87, "plus a few cents postage," and that, after a five-day trial, the bottle may be returned "if you are not delighted with results," and the money refunded.

Comment as to the legitimacy and fairness of advertising of that kind is unnecessary. Whether or not it deserves to be published in any magazine or newspaper can be promptly determined by checking up this outline of the advertisement in question with Bulletin No. 49 of The National Vigilance

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# Food Advertising in New York

During the month of April, 1923-2, compiled from the report of the Statistical Department of the New York Evening Post.

## EVENING NEWSPAPERS

	1923	1922
Globe . . . . .	81,762	56,500
Journal . . . . .	68,254	55,000
World . . . . .	62,874	47,232
Sun . . . . .	59,990	27,954
Mail . . . . .	36,566	12,866
Post . . . . .	2,762	5,162
Telegram . . . . .	3,160	2,612
Eagle . . . . .	52,766	40,486
Standard Union . . . . .	39,616	23,474
Brooklyn Times . . . . .	9,344	14,444
	417,094	285,730

## MORNING NEWSPAPERS (Excluding Sunday)

	1923	1922
American . . . . .	16,488	15,136
Herald . . . . .	2,720	7,156
Times . . . . .	12,174	15,982
Tribune . . . . .	11,260	8,802
World . . . . .	2,754	7,522
Commercial . . . . .	7,124	7,826
News . . . . .	14,616	13,402
	67,136	75,830

## SUNDAY NEWSPAPERS

	1923	1922
American . . . . .	12,548	12,162
Herald . . . . .	6,296	2,100
Times . . . . .	5,670	8,402
Tribune . . . . .	6,920	7,366
World . . . . .	5,930	5,142
News . . . . .	152	.....
Telegram . . . . .	.....	.....
Eagle . . . . .	390	2,374
Standard Union . . . . .	764	4,320
Brooklyn Times . . . . .	.....	80
	38,570	41,946

Food advertisers seek to sell the women and overwhelmingly prefer the evening newspaper, as indicated by the figures.

The *Globe* prints more food advertising than all seven of the six day morning newspapers combined.

# THE NEW YORK GLOBE

MEMBER A. B. C. JASON ROGERS, *Publisher* MEMBER A. B. C.

LORENZEN & THOMPSON, Inc., *Special Representatives*

CHICAGO

NEW YORK

Committee, which has been adopted as the policy of a number of publications, and which is here quoted in full:

**MISUSE OF THE WORD "FREE"  
IN ADVERTISING**

A widespread misuse of the word "Free" in advertising has resulted in deception and fraud being practiced on the public. It has developed competition which is unfair and prejudicial to legitimate business and has done much to decrease the public's confidence in advertising generally.

*"Free" should never be used in advertising where the securing of the article advertised is dependent on the obligation to purchase something else in conjunction with it or to perform a service of some sort to obtain it.*

Webster's Unabridged Dictionary brings this out clearly in the following definition of "Free":

*"Gratuitous, not subject to some particular authority or obligation, furnished without cost or payment, not confined, restrained or restricted, nor united or combined with anything else."*

The abuse of the word in advertising has become so prevalent that it has caused unjustified suspicion to rest even upon advertising in which the word "Free" is used properly and truthfully. Further than this, the attempt of careless and unthinking advertisers to fool the public into believing they are getting something for nothing, by diverting or disguising the charge for it, has opened wide the door for practices bordering on fraud which could not exist if the word "Free" were kept within its truthful definition.

Legitimate advertisers and publications are called upon to assist in stamping out the present widespread and dangerous abuse of the word "FREE" in advertising.

Recently, Acting Solicitor H. J. Donnelly of the Post Office Department, Washington, explained some of the difficulties confronting the Government in stopping this kind of advertising. "It is the duty of all postmasters," he said, "not to admit to the mails unmailable matter of any kind, and publications containing fraudulent advertisements come under the unmailable classification. If a postmaster is in doubt as to the mailability of an advertisement, he withholds from mailing the publication containing it and submits same to the Solicitor for a legal ruling. The word 'free' in connection with advertising has a bad reputation with the Department, and publications carrying advertisements which employ it are often held up in their delivery

while the 'free' offers are being investigated.

"In this class of advertisements, the factor of fraud depends entirely on the way the word 'free' is used in each individual advertisement. Frequently the word is used to attract attention and induce a reading of the rest of the copy which contains qualifications. While this may be deceptive, the entire advertisement with its qualifying statements would have to be considered before it could be determined whether the proposition is fraudulent and forbidden by the postal fraud statutes.

"Many propositions of the kind are investigated by the Department, and while the immediate result of an investigation in some cases may be only the holding up of the delivery of the publication carrying the advertisement under suspicion, investigations of 'free' advertisements frequently lead to the discovery and proof of fraudulent practices. Often, while such advertisements cannot be proved fraudulent in themselves, they are used to secure the names of susceptible people for a later scheme involving such elements of fraud as enables the Department to take the drastic action the law provides, such as the barring from the mails of the matter itself, the issuing of a fraud order against the advertiser, or the criminal prosecution of the offender."

Unfortunately, in the instance of misleading advertising of that kind, at least, the Federal Trade Commission has no police power; but it has been of invaluable service in suppressing a number of flagrant "free" offers. The other day, Commissioner Nelson B. Gaskill said that, to April 1 the Commission had issued a total of 1,003 complaints on various kinds of unfair competition, and that 42 per cent of this number involved, the question of false and misleading advertising.

Of the total of 424 formal complaints which have included, among other allegations, charges of misleading advertising and misbranding, fifty-three have been dismissed, and 121 are now pending before

*(Continued on page 85)*



# PRE-EMINENT *in the* Great New Orleans Market

In daily circulation and Sunday circulation.

In city circulation and trade area circulation.

In local, territorial, domestic and foreign news and features (including eight pages of rotogravure every Sunday).

In total advertising, national advertising, local display advertising and want advertising.

In reader buying power.

In consumer acceptance and dealer confidence.

In merchandising service to advertisers.

*How many newspapers offer as much?*

*What newspaper can offer more?*

What may  
we tell you  
about this  
market?

# The Times-Picayune

**FIRST FOR THE SOUTH**

NATIONAL REPRESENTATIVES:

CONE, HUNTON & WOODMAN, Inc.

New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta

Western Representatives:

R. J. BIDWELL COMPANY, San Francisco and Los Angeles



# Tell It to SWEENEY

*—many times a millionaire!*

*You are asked to imagine for the moment that one of the Sweeney's, an average family, has acquired considerable wealth—*

**A**FTER the attorneys had gone, and Mr. and Mrs. Sweeney were left staring wide-eyed at each other in the little parlor—the phone rang, the first of many calls. It was one of the newspapers, demanding verification of the report. The next morning everybody knew that Sweeney was heir to a fortune "said to be in excess of one million dollars."

Sweeney, the average man with an average family, shortly found out that the world was very different for Sweeney, the millionaire. People who had not known him took pains to meet him. People who had known him before spoke to him with deference. His waking hours were claimed by strangers, all trying to sell him something. His mail overflowed with invitations, appeals, solicitations, and *advertisements*.

He learned of commodities, advantages and privileges previously unknown but now urged upon him. Human-like, he often wondered why so many firms had neglected to inform him of their products or services before; there were so many things he wanted badly, so many he might have bought before with real satisfaction. Humanly, too, his impulse was to favor with his business the friends he already had, the firms he already knew, who had appre-

SWEENEY'S sudden wealth curiously changed his attitude towards spending. He was no longer the cheerful spender of his sufficient income, but the jealous guardian of his heritage. How much his money could earn interested him more than what it could buy! Sweeney was a lost customer and prospect to many advertisers who could have easily won him before!

\* \* \* \* \*

SWEENEY, the millionaire, is the rare exception. In New York City in 1920, only 924 State tax returns were made for incomes of \$100,000 or over! But there were 602,629 returns for incomes of \$6,000 and less. Sweeney, in the mass, in numbers, is many times a millionaire, a prospect and customer for untold millions of dollars worth of everything. He earns more—twice as much as he did a decade ago—and being an American, he spends more, and wants more. His business is worth getting, and *not* hard to get.

TELL it to Sweeney, now, in *The News*. New York is the country's richest, largest, most compact market; and selling New York is made easier by the presence in New York of the largest morning circulation in the world—*The News*. This circulation is concentrated to cover the concentrated market—97 per cent. in city and suburbs; and one of every three buyers of morning newspapers in New York City buys *The News*. An exceptional market—and an exceptional medium! Utilize both. Get the facts!

# THE NEWS

*New York's Picture Newspaper*

25 Park Place, New York—Tribune Building, Chicago

Convention—Elbtel Traymore, Atlantic City





### For Hardware—

and everywhere that there is use for a trade mark—

## Novar Nameplates of DECALCOMANIE That "Goes On Forever"

are recognized by large and small manufacturers as being far superior to perishable printed paper labels and much more economical than metal plates.

For permanent, brilliant and uniform reproductions, PALM, FECHTELER DECALCOMANIE has gained an unrivaled reputation thru the years.

Illustrations show the use of Novar Nameplates on the famous Stanley Tools.

Send for actual Decalcomanie samples to try—also for illustrated literature and details of non-obligating free sketch offer.

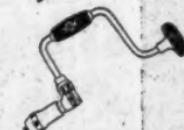
**PALM, FECHTELER & CO.**

*Decalcomanie Pioneers*

67 Fifth Avenue, New York

Representatives in all Principal Cities

Courtesy of the Stanley Tool Co.



*Transfer*

the Commission. In the remaining 250 cases, orders commanding the respondents to cease and desist from the practices complained of have been entered. Commissioner Gaskill further stated that many of these cases were concerned with the misleading use of the word "free," and furnished a number of copies of complaints from which the following statements are taken:

On the 28th of November, 1921, the Commission issued a complaint against Sol Goodman, Adolph Greenspan and Irvine Greenspan, partners trading under the name and style of Solus Manufacturers Company. Paragraph One states that these respondents carry on business at Nashville, Tenn., "and are engaged, in part, in the business of buying at wholesale, razors, and selling same upon mail orders to the general public in various States of the United States; and respondents cause razors sold by them to be transported to the purchasers thereof from the State of Tennessee through and into other States of the United States, and carry on such business in direct, active competition with other persons, partnerships and corporations similarly engaged." Paragraph Two continues:

"That respondents, in the course of their business as described in Paragraph One hereof, cause advertisements to be published in newspapers and periodicals having general circulation throughout various States of the United States, in which advertisements the offer is made by respondents to send razors to prospective purchasers for free trial for a period of fifteen days, and that after such trial, if the customer should desire to purchase such razor, and send to respondents \$1.95 in payment of same, that respondents would then send to such customer a razor hone which is described and represented in said advertisement to be 'a fine \$1.00 razor hone,' free; the customer is further given the option of returning the razor without charge if he should not desire to purchase it after trying it."

The complaint then states that

the razors were not manufactured by respondents, but were purchased from manufacturers at prices of approximately forty-five cents each, and were packed singly in containers on which was printed, "Solus Manufacturers Company. Price \$3.50. Fully Warranted." Regarding the "free" premium, Paragraph Four sets forth:

"That the descriptions contained in respondents' said advertisements of the razor hone which respondents offer to give free to customers who purchase razors, is false and misleading, in that such hones are not 'fine \$1.00 razor hones,' but are purchased by respondents at prices ranging from fifteen cents to twenty cents each, and are sold in due course of retail trade at about fifty cents each."

#### ACTION IS TAKEN

The Federal Trade Commission pronounced this proposition false and misleading on several counts and intended by respondents to deceive the purchasing public, and ordered the respondents to cease and desist on March 6, 1922.

Another complaint was issued on January 24, this year, against a Chicago firm. After describing the product and the nature of the business and the advertising, the complaint presents the proposition as follows:

"The advertisements so published by said respondent contain language substantially as follows: 'We invite every reader who has gray hair, who suffers from itching scalp, dandruff or falling hair, to prove . . . without risking a penny. Don't put this off a day; send the coupon which not only entitles you to receive the free trial privilege, but brings our valuable book on treatment of the hair free.' The coupon states: 'Please send me your free trial offer on . . . and your free book on treatment of the hair and scalp.' When this coupon is received by the respondent a circular letter and booklet are sent to the party mailing this coupon, which letter states: 'I am very glad indeed to comply with your request for booklet, which you will find enclosed. Our free trial offer of

results or money refunded will be found explained in the booklet. The free trial offer, as the attached booklet will show, consists of a guarantee that five bottles of . . . will restore the natural color or the \$7.50 paid therefor in advance will be refunded."

The Commission complained that the advertising was not only false and misleading and intended to deceive the public, but that respondents refunded only a very few of the requests for money back on the grounds that their preparation had not been used according to directions.

These are typical of the complaints issued by the Commission which cover a number of variations of the usual "free" offer. And the Commission also has issued complaints and cease and desist orders to sensational advertisers of "free credit," when, as a matter of fact, substantial discounts were given for cash. Regarding all such cases, Commissioner Gaskill said:

"Where the word 'free' is used as a trap to induce someone to enter into a financial obligation, or to pay more for something sold in connection with a free offer than the article is reasonably worth, we have regarded the use of the word 'free' as a false representation and have issued complaints and cease and desist orders against such practice."

Many of the cases brought to the attention of the Commission do not seem to be as obviously false and misleading as the propositions indicated by the advertisements described earlier in this article. Hence the reputable advertising men and women of the country could do much by answering as many misleading "free" advertisements as possible, and furnishing the Commission with clippings, material and evidence on which to base complaints and cease and desist orders, which are invariably effective.

A great deal could be done, also, in collecting evidence by which the Post Office Department could hold up the delivery of mediums that specialize in the misleading "free" advertising and bar from the

mails those which carry fraudulent offers.

"Free" advertisements are far costlier than they appear to be. There is no doubt that they cause the loss of many thousands of dollars every year on the part of ignorant and credulous people, who can ill afford to lose their money. But their cost to legitimate advertising is vastly greater in the suspicion they create and the resistance they build up to all advertising in the minds of innumerable people.

## Death of William C. Steigers

WILLIAM C. STEIGERS, second vice-president of the Pulitzer Publishing Company, publisher of the *St. Louis Post-Dispatch*, and a pioneer St. Louis newspaper man, died in that city Friday, May 25, following a stroke of apoplexy. He was 77 years old.

Mr. Steigers began his newspaper advertising career in 1868 on the *St. Louis Evening Dispatch*, starting as a collector on that paper. He was soon made advertising manager. Later he joined the staff of the *Morning Times* in a similar capacity. In 1878 he went to the *Evening Post* as advertising manager and when the late Joseph Pulitzer acquired the *Post* and the *Dispatch* and consolidated them into the *Post-Dispatch* he retained the same position on that paper.

He was identified with the *Post-Dispatch* continuously except in 1895-96 during which time he was in the advertising department of the *New York World*. He returned to the *Post-Dispatch* in 1897 and became business manager.

In recent years he was a director and second vice-president of the Pulitzer Publishing Company, publisher of the *Post-Dispatch*.

## With Bruce Morgan

A. J. Mossman has joined the staff of the Bruce Morgan Advertising Agency, Chicago.

The Butterick Publishing  
Company announces the  
appointment of

**MR. RAY MAXWELL**

as

**MANAGER**

of the

**BUTTERICK QUARTERLIES**



Mr. MAXWELL, who has been  
associated with our Western  
Advertising Department, will  
now have his headquarters  
in New York

**B U T T E R I C K**  
*P u b l i s h e r*

## Paul Revere Was an Advertising Dentist

DOUBTLESS many familiar with the fame of Paul Revere's spoons will don their spectacles after noting the caption of an advertisement appearing in Boston newspapers: "Paul Revere Was a Dentist—He Believed in

WHEREAS many Persons are fo  
unfortunate, as to lose their fore Teeth by accident,  
and otherways, to their great Detriment not only  
in looks, but speaking both in Public and Private :  
This is to inform all such, that they may have  
them ~~re~~ placed with false Ones, that looks as well  
as the Natural, and answers the End of Speaking to  
all intents, by PAUL REVERE: Goldsmith  
near the head of Dr. Clark's Wharf, BOSTON.—  
All Persons who have had false Teeth fixt by  
Mr. John Baker, Surgeon-Dentist; and they have  
got loose (as they will in Time) may have them  
fitted by the above, who learnt the Method of  
fixing them, from Mr. Baker.

AN ADVERTISEMENT THAT PROCLAIMED PAUL REVERE  
AS A DENTIST

Advertising." Could their authenticity be established, the crowned molars of many a New England ancestor might be wrested from the tomb's privacy and equally treasured with the historic spoons.

The *Massachusetts Gazette* of September 8, 1768, bears witness to the fact that Paul advertised his ability to fix teeth. An advertisement inserted by him in that publication is reproduced here-with.

Dr. McKnight, Inc., "modern painless dentistry," Boston, is using a reproduction of the original advertisement, as given above, to illustrate the progress in dental methods since Revolutionary War days.

### Fleischmann Company Reports Profit for First Quarter

The Fleischmann Company, "Fleischmann's Yeast," New York, for the first three months of 1923 reports sales of \$9,664,290 and net profit from operations of \$2,038,572.

### Explaining Methods of Manufacture to the Consumer

The United States Rubber Company is using large newspaper space to tell the public of "three new major and basic contributions to the art of rubber manufacture" which it has patented, the same being the result of five years' scientific development. The first, said to be the greatest forward step since the discovery of vulcanization in 1839, is called "sprayed rubber." This is obtained by a process in which the latex, milky liquid from the rubber tree, is sprayed into superheated air which dries it. This method, it is claimed, preserves the natural properties formerly impaired in coagulation of the latex by smoke or chemicals.

Second, is the new "web cord" tire in which each cord of the fabric is impregnated and surrounded with natural rubber from the pure latex, no cross tie-threads being used. The result claimed is greater strength, elasticity and longer wear.

Third, is the "flat-band process" of building a cord tire based on the discovery that uniformity of length, angle and tension of the cords means a balanced tire, uniform and gradual wear, and high puncture resistance. In a "35x5 Royal Cord," for instance, it is stated there are 19,000 individual cords.

### Investment Slant Given in Electrical Dealers Copy

Eight electrical firms of Columbus, O., beneath the advertising name, "Progressive Electrical Merchants," are jointly using large space in local newspapers to sell the idea that keeping house electrically is also keeping it economically—being a saving in time, labor, trouble and expense. The investment slant is given to the buying of an electric washer and electric ironer, which while costing less than \$400, save \$100 to \$150 annually in laundry bills. And \$100, it is pointed out is the interest at 5 per cent on a \$2,000 investment.

### New Company Takes Over the Perfex Radiator Company

The Racine Radiator Company is the name of a new company which has been formed at Racine, Wis., to take over from receivership the business of the Perfex Radiator Company of that city.

D. T. MacLeod is president-treasurer of the new organization. F. M. Young, vice-president, and E. M. Alexander, secretary. The business will continue under the general management of Mr. Young, who has conducted its operation since the early part of 1919.

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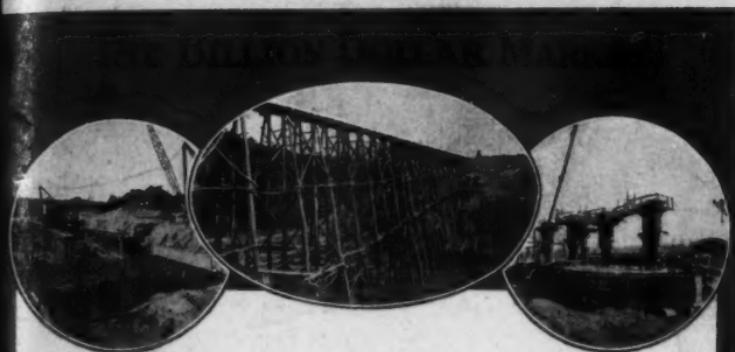
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## \$20,000,000 in One Job

The Castleton cut-off of the New York Central R. R. is one of the railway market's many sizeable things—great projects that require volume, quality, and variety. The volume of building construction is now greater than at any time in the history of the railroads.

Advertising's opportunity is in every construction need—every road's equipment—every building's offices—every shop's machinery—and the maintenance of all.

Advertising shows its hand most favorably in the products and mechanics now used, and the authorized expenditure of over a \$1,000,000,000.00 in 1923, means that advertised merchandise will appear on thousands of requisitions.

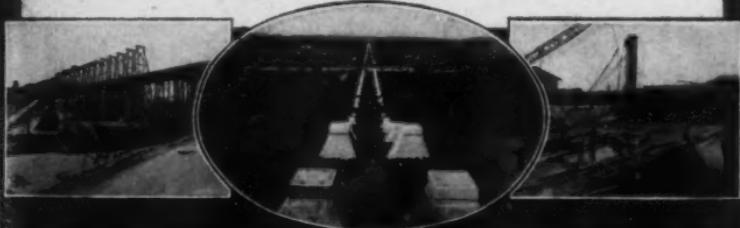
In this great market, our chief service is in giving factual cooperation that will lead sales departments into accomplishment.

**SIMMONS - BOARDMAN PUBLISHING CO.**

*"The House of Transportation"*

30 Church St.

New York, N. Y.





# Yeast Foam Tablets

The very  
extensive poster advertising of  
Yeast Foam Tablets carries an outdoor  
atmosphere that is effectively  
presented through the medium of  
Outdoor Advertising  
and —

Thos. Cusack Co.

CHICAGO  
Harrison, Loomis and  
Congress Streets

NEW YORK  
Broadway and 5th Ave.  
at 25th Street

# POTENTIALS

We are not content to reach and serve the 35,000 major stores of America—stores that do 75% of America's business in dry goods, apparel and allied lines—that serve over 65,000,000 people.

Our minds are set on the 100% mark—we admit no lesser limit—we accept the implied challenge to utmost effort in a race we run alone.

To an advertiser, 75% control of his entire market is an almost impossible goal. We, in our sphere, have passed that mark. Thus we have for rent, ground capable of producing untold plenty—if sown with the right seed—if cultivated earnestly and consistently.

THE ECONOMIST GROUP

239 West 39th Street  
New York City



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# Setting the Stage for Direct Mail

To Be More Specific, the User Must Have a True Conception of What Constitutes Direct-Mail Advertising

By Lister Raymond Alwood

POOR old hunchbacked effeminate Alexander Pope—the seventeenth-century poet of stately periods and pianola rhymed blank verse—for all his shortcomings, used to uncover many a high-assay nugget of wisdom in his prospecting of the platitudinous.

Three of his sapient sayings come so patly into mind on setting down the caption of this article that one hardly knows which to choose for text and which to discard. Shall we rally round that timeproof truism:

The proper study of mankind is man  
or that deservedly deathless

But Vice is a monster of so frightful mien  
As to be hated needs but to be seen;  
Yet seem too oft, familiar with her face,  
We first endure, then pity, then embrace.

Or—shall we set forth along the lines of

A little knowledge is a dangerous thing;  
He must drink deep who tastes the  
Pierian spring.

Yes, this latter is our slant—for notice how that first line hits off so truly the state of mind of many direct-mail users of today! And when I say "user" my audience knows by instinct, of course, that I do not refer to those big organizations which apply direct mail to the maximum of its purpose and capacity, and therefore lie totally outside our present purview.

Our concern here is with the new user, the first-time user, the about-to-user—those individuals and groups who actually constitute the great bulk of the direct-mailers of tomorrow. It is these tyro direct advertisers who have acquired, some by a smattering of superficial study, most by hearsay, and all by tradition, the "little knowledge" of direct mail.

For instance, you have regularly met, in the offices and conversa-

tions of many manufacturers and sales agencies, the following fallacies:

(1) That direct mail is the same thing as "circularizing."

(2) That direct mail is the same thing as mail order.

(3) That direct mail consists of folders—preferably printed in red and black—and big. The redder, blacker and bigger, the more truly direct mail. And if direct mail *per se* is good, then the redder-blacker-bigger kind is, *per se*, "gooder."

(4) That the vital printed-matter elements are (a) Close-up of the founder, or president; (b) giant picture of the product; (c) cuts of the board of directors; (d) a picture of the factory; and (e) not too much "type matter."

(5) That "we mustn't say anything unusual, you know. Brass tacks; hit 'em between the eyes—nothin' literary." You know the wheeze.

(6) That all letters, if any, must not run over one page.

(7) That a "flood of inquiries" must follow the first shot, or there's no use sending out more material.

And so on, as *ad libitum* as you care to make the list, almost.

There is no desire to set these bogies up at random and knock them down, merely as an exhibition of mental gymnastics. Among PRINTERS' INK's readership there must be some with certain misfit notions about direct mail—whom even this briefest mention of the subject will stimulate to a better viewpoint. And while one's own risk in so doing, of course, lies in the reader's thinking that direct mail (as "this here writer puts it") shouldn't have anything to do with "circulars"; with "folders printed in red and black—or big"; with "horse-sense copy"; with "brief" letters, or with "inquiries," it should be apparent that the big

distinction lies in having a broad, balanced, basic conception of the medium that sees these specific items as details only—irritating, however, because many novice users in their thinking and planning *stop there*. Or—put it this way: they don't say, "Come, let us think out a careful way to apply direct mail to our business." They say, "Come, let us get out a big folder in red and black; put in the factory and board of directors; don't have too much reading matter, because people don't read advertising, anyhow; and get a lot of inquiries in." There is a difference, isn't there, Watson?

In truth, the conscientious direct-mail user objects to users of "little knowledge" insisting that "it" must be a circular; that "it" must be red and black, and big; that "it" must be sparsely settled by units of the English language; that "it" must be very horse-sensy and bring back a lot of inquiries, etc., etc.

The one true answer to all these postulates and expostulates being, in the language of none other than my own dad, "It all depends." I used, as a kid (he is a doctor), to ask him if quinine or absinthe or nutmegs or whatever habitant of the pharmacopoeia my small intelligence happened to focus on, was good for this or that defect of the human economy, and he would invariably say, "It all depends." He still says it—whether we talk art, politics, religion, music, medicine, or the latest *faux pas* of the newest Public Figure.

So in direct mail, it all depends. It depends on ten dozen things—climate, customs, population and time of year; on size, color, weight, uses, price, competition and what not, of the product; on mentality and condition of servitude of the buyer; on size, location, facilities, drawbacks, exclusive advantages and what not, of the store, the factory, the institution, the society, the individual or the municipality that pays the advertising bills. In fact, whether red-and-black-and-big, circulars, short copy, etc., are essentials, depends on *everything*.

Now, before we call for a motion to adjourn, let's look at this question of sales letter (or printed matter) copy for a moment—its length and its kind.

First, second, seventeenth and last, it must *sell*.

How? Very much as a salesman sells. That, in turn, should really answer your question of how-long for your letter.

The average one-page sales letter runs from 200 to 300 words. Read one aloud. How long did it take you? Say two minutes and a quarter.

#### A COMPARISON WITH A SALESMAN

Can your salesman (we assume he's a first-class one; and "ordinary" only adds to the sum total of evil in the world) "sell" the subject of your letter to his prospect in two and a quarter minutes?

Perhaps he can. "It all depends." If you're certain he can, by virtue of all factors honestly considered, then a one-page letter will do. Of course that question in itself depends on the question, *What do you expect him to sell?* Initial interest in the idea? Or actual desire for the thing the idea represents: the thing to be finally paid for? There's a whale of a difference. Experts feel a small, good-value, low or medium priced article may lay its whole burden for the order on the letter. But beyond a few dollars as the outside price limit, the real sales problem is one of initial interest only. Then your letter can be short (we have so far said nothing of its *quality*) and the mine-laying operations fall to a sales booklet, to follow-ups and the rest of your customary *campaign* equipment.

If your sales proposition could easily run to an eight-page letter in the telling—nixie! Put punch and want-to aplenty into a letter, then put the *proposition* into an eight-page (or more) booklet. Sent later on request, or along with the letter—"it all depends."

As for the *kind* of copy—let fools rush in where angels fear to argue. What kind of talk do salesmen use? No two talk quite

# Would You Call This **SOME** Market?

During the first five months this year

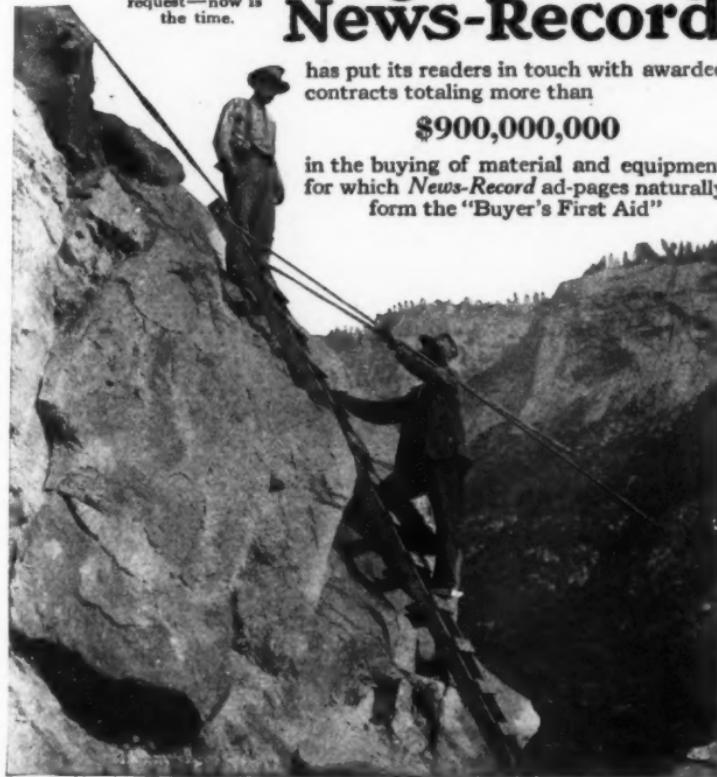
Rates and circu-  
lation data on  
request—now is  
the time.

## Engineering News-Record

has put its readers in touch with awarded  
contracts totaling more than

**\$900,000,000**

in the buying of material and equipment  
for which *News-Record* ad-pages naturally  
form the "Buyer's First Aid"



**ENGINEERING NEWS-RECORD** Member A.B.C.  
Member A.B.P.

A McGraw-Hill Publication

Tenth Avenue at 36th Street, New York

X-29  
1/6/23

the same way—standardization by intensive training and schooling to the contrary notwithstanding. But they all talk to *sell*. And they all do sell exactly as they are sincere, truthful, clear, interesting, convincing and persuasive—the six qualities that your copy must have to ring the bell on your own literal or figurative cash register.

The specifications are easy to put down; but not easy to live up to. If they were, we could all be making out bigger income tax checks, and business would be more nearly a vocation with two a's in it.

### Single Standard Cement—an Advertis- ing Talking Point

A SINGLE standard cement specification became an accomplished fact and was recognized by all established organizations in the United States in 1921. The development of this standard was traced by F. W. Kelley, president of the Portland Cement Association, in an address read before the Fabricated Production Group of the U. S. Chamber of Commerce, at the recent annual convention of the Chamber of Commerce at New York. Prior to the formulation of the single cement specification, Mr. Kelley said, many engineers and architects seemed to feel that it was necessary to add to an old cement specification some new requirement on each new job.

"A compilation of ninety-one cement specifications," Mr. Kelley reported, "made in 1898 by R. W. Lesley, showed that scarcely two were alike. In many cases, the specification requirements were contradictory, and if strictly followed, would sometimes impair the quality of the cement. The result was endless annoyance, confusion, delay, and difficulty for the consumer and the manufacturer alike.

"At the present time, the standard specification for cement is almost universally used in this country. Thus we now have a

nation-wide quality standard for portland cement voluntarily accepted by both consumers and producers. It is the highest standard for cement in the world and has had an important effect in promoting, extending, and improving the use of concrete in this country.

"The engineer and designer can rely upon getting anywhere the standard quality cement contemplated by the plans. Concrete can be designed of definite strength and quality. Simple rules have been made by which even the inexperienced can, with care, get good concrete. Greater efficiency in production has been made possible through continued operation on a standard product. A standard product can always be kept in stock ready for use. Wider production of cement has been made possible by eliminating unnecessary limitations on raw materials. Better and cheaper concrete structures are the net result."

### Agents and Business Paper Publishers Meet at Chicago

A get-together luncheon of the members of the American Association of Advertising Agencies and the Associated Business Papers, Inc., was held at Chicago on May 24. The meeting was similar to one held at New York on April 10 and was attended by more than two hundred members of both associations.

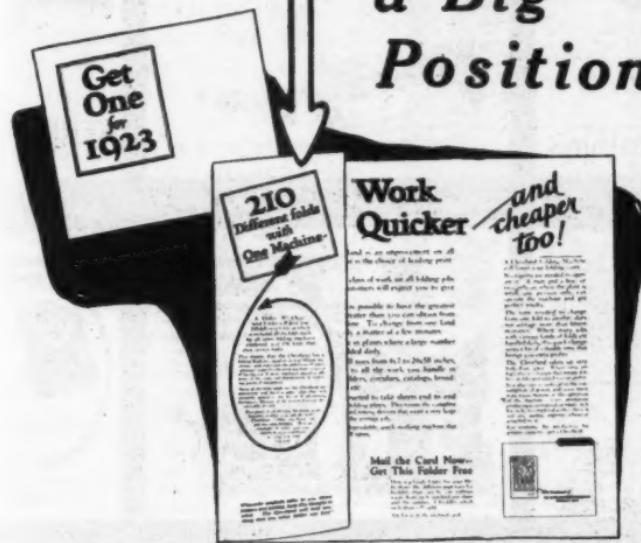
"The cost of distribution is getting higher and the job of marketing is growing more difficult," Harry Tipper of *Automotive Industries*, chairman of the agency relations committee of The Associated Business Papers, Inc., told the meeting. "Agencies and business papers must understand each other but understanding advertising is a far bigger job. It is impossible for us to understand each other unless we understand the significance of the jobs we are working on," he said.

M. L. Wilson, of The Blackman Company, chairman of the committee on business papers of the American Association of Advertising Agencies, said that if agencies are to improve advertising they must know and avail themselves more of business-paper resources.

### Des Moines, Ia., "Capital" Advances R. T. Kenworthy

R. T. Kenworthy has been appointed advertising manager of the Des Moines, Ia., *Capital*. He has been with the *Capital* for a number of years and succeeds Abe Levich who has resigned.

# Your Big Point Gets a Big Position



THIS is an instance of how you can use one of the distinctive Cleveland Folds to secure a strong, prominent position for the feature of your product that you desire most to bring to the attention of your prospect.

It is only one of the many advantages which Cleveland folded pieces offer for creating selling effects in direct mail advertising.

There are 210 different folds made on our machine, all of which have points that you as an advertising man can derive benefit from.

Ask your printer about the Cleveland, and ask him for samples of Cleveland folds made from plain stock. You will be surprised how easy they make the work of laying out good dummies.

*The Cleveland will fold anything that any other folding machine can fold.*

## Fold It on a Cleveland Folder

## THE CLEVELAND FOLDING MACHINE CO.

## 1929-1941 East 61st Street

## Cleveland

## Ohio



## See these exhibits at Atlantic City

WHEN you visit the Industrial Advertising Section of the Exhibit of National Advertising at the Atlantic City Convention, look for the advertising of the companies listed here.

Advertisements of most of these clients will be exhibited—and in some instances complete campaigns will be shown.

As our name will not appear on this advertising (the rules of the Industrial Advertising Association do not permit it) we take this means for calling attention to the exhibit of the work of our organization.

Anchor Post Iron Works  
Associated Business Papers, Inc.

Atlantic Insulated Wire & Cable Co.

Bakelite Corporation

Clemson Bros., Inc.

Continental Radio & Electric Corp.

Cowan Truck Company

Devoe Company

Easton Car & Construction Co.

Electric Hoist Manufacturers' Assn.

Ford Chain Block Co.

Gifford-Wood Co.

Hayward Company

Harvey Hubbell, Inc.

Jenkins Bros.

Kent Company, Inc.

Kerr Turbine Co.

Lecourtenay Company

Mica Insulator Co.

Morse Chain Co.

Neptune Meter Company

Nitrogen Electric Co., Inc.

Permutit Company

Rome Brass and Copper Company

Rome Manufacturing Co.

Rome Wire Company

Shepard Electric Crane & Hoist Co.

Waterbury Company

\*Includes General Bakelite Co., Condensite Co., and Redmanol Chem. Prod. Co.

†Associated Companies.

# RICKARD & COMPANY, INC.

PRODUCTIVE PUBLICITY  
25 SPRUCE STREET, NEW YORK CITY

## Industrial Advertising Association



As a member of the Industrial Advertising Association, we compliment the Officers and Directors on their activities during the Association's first year. We believe that the advertising of products used in industry has a growing future and that any movement for the betterment of copy, art and selling methods will be for the good of business in general.





## IN NEW ENGLAND

We appreciate the value of moderation and proportion. Abraham Lincoln set the standard for men's legs when he specified that they be long enough to reach to the ground, and a similar standard might be adopted in deciding how large an advertising agency must be to adequately serve your needs.

If the agency you select is too small, it won't—it can't—render the service you have a right to expect. If it's too large, your interests will suffer because your account is only a part of the daily grist.

Organization, personnel and equipment are some of the things to look for. The comparison between what you spend and what other clients of the agency spend, is also a factor to be considered.

If you're interested in the question, "How big should my agency be?"—let's talk it over. In the meantime send for a copy of our booklet "*—then go ahead.*" It entails no obligation.

## WALTER B. SNOW and STAFF *Advertising*

*Charter Member of American Association of Advertising Agencies*

60 HIGH  
STREET



BOSTON  
MASS.

May 31

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## New Officers of the Dallas Advertising League

At the annual meeting of the Dallas Advertising League, Herbert Stellmacher, Vogel & Stellmacher, was elected president to succeed Milburn Hobson, United Advertising Corporation. The other officers elected were: First vice-president, L. F. McKay; second vice-president, Isham J. Osborne; secretary-treasurer, Knox Armstrong, and as members of its board of directors: Harry G. Guy, Albert Swinsky, J. Dawson and W. P. Hardwick. Mr. Hobson will continue on the board of directors.

The chairman of the Vigilance Committee is Hugo Swan.

## Candy Publications to Change Names

*The Candy Manufacturer*, Chicago, beginning with the June issue will change its name to *The Manufacturing Confectioner*. The name of the publishing company also will be changed from The Candy Manufacturing Publishing Company to The Manufacturing Confectionery Publishing Company.

As reported in PRINTERS' INK May 10, the Company will publish a new publication under the title of *The Candy Foreman* which will be issued quarterly. After the first issue this title will become *The Confectionery Foreman*.

## Buffalo-New York Automobile Service to Be Advertised

A direct-mail campaign will be conducted by the De Luxe Auto Tours of America, Inc., Buffalo, to advertise its two-day automobile trips between Buffalo and New York. This advertising will be directed by the DeForest Porter Advertising Service, Inc.

## R. V. Titus Joins New York "American".

Robert V. Titus, recently advertising director of the Rochester, N. Y. *Journal* and *American*, is now with the advertising staff of the New York *American*. He was formerly local advertising manager of the Los Angeles *Examiner*.

## Robert Gair Company Advances H. C. Campbell

H. C. Campbell, whose transfer from the Buffalo to the New York office of the Robert Gair Company, packaging materials was reported recently in PRINTERS' INK, has been appointed manager of folding box sales.

## Louisville Better Business Bureau Appoints R. P. Bales

Ralph P. Bales has been appointed manager of the Louisville, Ky., Better Business Bureau, effective June 1.

## Pittsburgh Advertising Club Elects Officers

Andrew Connolly was elected president of the Pittsburgh Advertising Club at its annual business meeting. Mr. Connolly is advertising manager of the Joseph Horne Company, dry goods, of that city. He is also director of the advertising group of the National Retail Dry Goods Association.

Glenn Campbell, advertising manager, *National Stockman and Farmer*, was elected vice-president, and John W. Harman, James McMillan Printing Company, treasurer. J. A. Cullison, National Fire Proofing Company, was re-elected secretary.

## Washington Better Business Bureau Appointment

Frank R. Black has been appointed acting director of the Washington D. C., Better Business Bureau, succeeding F. X. Wholley, resigned. Mr. Black has been engaged in directing clothing and fabric investigations for the National Vigilance Committee of the Associated Advertising Clubs of the World. His headquarters were at New York.

The Washington Better Business Bureau also has appointed Louis Rothschild assistant director. He has been with the Fairchild Publications, New York, for a number of years.

## Dort Company Advances Courtney Johnson

Courtney Johnson, who has been assistant sales manager of the Dort Motor Car Company, Flint, Mich., has been appointed assistant general manager of the company. He will continue to have charge of the company's advertising which he directed in addition to his saleswork.

## Arch-Aid Shoe Account for Gardner-Glen Buck Company

The Menihan Shoe Company, Rochester, N. Y., maker of Menihan's Arch-Aid shoes has placed its advertising account with the New York office of The Gardner-Glen Buck Company, advertising agency.

## Publisher Named on California University Board

J. O. Haynes, owner and publisher of the San Jose, Cal., *Mercury-Herald*, has been named a member of the board of regents of the University of California, Berkeley, Cal.

## Chicago "Herald and Examiner" Appointment

George Hartford has been appointed local advertising manager of the Chicago *Herald and Examiner*, succeeding T. L. Lenehan who has resigned.

## What a Chain Store Spends for Crackers Alone

THE Great Atlantic & Pacific Tea Company did \$10,000,000 worth of business with the National Biscuit Company in 1922, H. J. Southwell, general superintendent for New York of the chain stores concern said, testifying as a witness at hearings of the Federal Trade Commission to determine whether or not the National Biscuit Company is operating in restraint of trade.

Despite this immense volume, he said, the discount allowed was the 15 per cent given any dealer buying \$200 worth of goods or more in one month. Many representations, he stated, had been made to the National Biscuit Company in an effort to get a more liberal discount.

Mr. Southwell testified that the competition of other chain stores is constantly increasing. His own concern, he stated, now operates approximately 7,600 stores, of which 1,700 are in New York City territory.

Goods, he said, were always shipped direct to the branch stores and in some cases orders were given to salesmen by the branch managers, although the headquarters office, through supervisors who visited the stores twice daily, kept a close check on stocks and in general dictated to the managers what they should buy. Bills were invariably paid from the headquarters office, he said.

Ninety per cent of his company's biscuit trade, said Mr. Southwell, was done with the National Biscuit Company; 8 per cent with the Loose-Wiles Biscuit Company, and the remaining 2 per cent with various smaller concerns. Crackers, he said, were good "leaders," though not the best, on account of their perishable nature. The Atlantic & Pacific stores, he testified, are able to sell Uneeda Biscuits as leaders, at two packages for nine cents, and a small profit was possible on

the 15 per cent discount basis, though small independent dealers operating on a shorter discount could not compete.

## How Gates Rubber Company Looks Out for Its Dealers

THE GATES RUBBER COMPANY  
DENVER, COLO., May 21, 1923.

*Editor of PRINTERS' INK:*  
In the April 19 number of PRINTERS' INK, on page 192, The Little Schoolmaster comments on a letter sent him from O. D. Tucker IV and Company, Little Rock, Ark., bearing the notation on the envelope:

"Mr. Postmaster: Please give this man service. He trades at O. D. Tucker IV and Company and he is used to it."

This unique and original stunt was first used by J. J. Finn of the Finn-Smith Garage, dealer for Gates Super Tread Tires in Jeffersonville, Ind.

This idea has been used by Mr. Finn with remarkable success in sending out his direct advertising for Gates Super Tread Tires and it is only a fair tribute to Mr. Finn's originality that he should be given credit for it.

THE GATES RUBBER COMPANY,  
R. M. DULIN,  
*General Credit Manager.*

## Potash Importing Corporation Account for Pratt & Lindsey

The Potash Importing Corporation of America, New York, has placed its account with The Pratt & Lindsey Company, Inc., advertising agency of that city. Farm papers and Southern newspapers and direct mail will be used.

## Kny-Sheerer Account for Frank Presbrey Company

The Kny-Sheerer Corporation, makers of surgical and drafting instruments, New York, has placed its advertising account with the Frank Presbrey Company of that city. Medical, hospital and architectural publications will be used.

## Southern Newspaper Pub- lishers' to Meet

The Southern Newspaper Publishers' Association will hold its twenty-first annual convention at Virginia White Sulphur Springs, Va., on July 9, 10 and 11.

## New Account for Gundlach Agency

The Bureau of Protective Analysis, Chicago, has placed its advertising account with the Gundlach Advertising Company, Chicago.

The Nordberg Manufacturing Company, Milwaukee, manufacturer of engines, has appointed Delbert Kay manager of its advertising department.

# Washington (D.C.) Is a City of Possibilities

We are equal here to the demands of any emergency. A half million Shriners are pouring into the National Capital—for a week's visit—and they'll be taken splendid care of.

Washington is the Mecca for everybody these days—the one point in the U. S. where you should be represented with your product.

**The Star alone will place  
you in touch with Wash-  
ington and its visitors.**

## *The Evening Star.*

WITH SUNDAY MORNING EDITION

**WASHINGTON, D. C.**

*Write us direct or through our*

New York Office  
Dan A. Carroll  
150 Nassau Street

Paris Office  
5 Rue Lamartine

Chicago Office  
J. E. Lutz  
Tower Building

## "Humble Beginnings" Called Sound Advice

W. S. HILL COMPANY OF NEW YORK  
May 21, 1923.

*Editor of PRINTERS' INK:*

Please accept my sincere congratulations on "The Humble Beginnings of Our Great Advertisers," in *Printers' Ink Monthly* for May. It is one of the most valuable contributions in the advertising trade press that has come to my attention in a long time.

We read a good deal about how the big fellows advertise and we see a good deal of their copy reproduced, but we do not have enough sound advice for the smaller man as to the best ways of beginning to advertise. Advertising can be bought with profit in retail quantities as well as in wholesale quantities provided the buyer knows how and what to buy.

W. S. HILL COMPANY OF NEW YORK,  
WILLIAM G. PALMER,  
President.

## American Bond & Mortgage Co. Appoints Louis E. Delson

Louis E. Delson has joined the American Bond & Mortgage Company, Chicago, as director of business development. He was formerly advertising manager of the Central Trust Company of Illinois and more recently has been with Critchfield & Company, both of Chicago.

Paul K. Ayres has been transferred from the banking division of the American Bond & Mortgage Company to the business development department.

## Wood Dish Containers Advertised to Grocers and Butchers

The Oval Wood Dish Corporation, Tupper Lake, N. Y., is running a campaign in business papers to educate grocers and butchers to the use of wood plates as containers for butter and lard. This advertising is being directed by Myers-Beeson-Golden, Inc., advertising, Toledo, O.

## D. Malvin Mowery with Snodgrass & Gayness

D. Malvin Mowery has joined the staff of Snodgrass & Gayness, Inc., New York advertising agency, where he will be in charge of production and service. Until recently he conducted an advertising business of his own at Philadelphia under the name of the D. Malvin Mowery Company.

## "Woman's Weekly" Transfers L. B. Moses to New York

Lionel B. Moses, who has been with the home office of *Woman's Weekly* at Chicago, has been appointed Eastern representative. He will make his headquarters at New York.

## Chicago Advertising Men Play First of Six Golf Tournaments

The Western Advertising Golfers' Association, Chicago, played its first tournament of the season at Skokie on May 22.

Cards with qualifying low scores were turned in by the following: L. O. Wilson, 42; J. H. Victor, 42; A. F. Martin, 43; C. B. Field, 44; Malcolm MacHarg, 45; Roy Barnhill, 45; J. D. Galbraith, 45, and S. S. Buchanan, 46.

Final rounds in the first two flights were as follows: First—J. H. Victor defeated C. B. Field, 1 up. Second—J. D. Galbraith defeated Roy S. Barnhill, 1 up.

L. O. Wilson had the lowest score for the twenty-seven holes, with 42-42-44-128.

This tournament is the first of six successive monthly tournaments which the association plans to conduct at various Chicago clubs.

## Packard Informs Stockholders of Advertising Plans

Corporations of today take into account many things which heretofore were passed unheeded. For one thing, means of tapping the potential reservoirs of stockholder good-will and word-of-mouth advertising have been found.

A recent general letter, signed by Alvan Macauley, president, Packard Motor Car Company, Detroit, and addressed to the stockholders of that company, furnishes a specific example. Summarized, the letter was: Advance information on the company's schedule of national advertising which is to announce and feature the new Packard "Single-Eight" car.

## National Fidelity Life Appoints R. A. Shannon

The National Fidelity Life Insurance Company, Kansas City, Mo., has appointed R. A. Shannon as advertising manager. Mr. Shannon was formerly in charge of advertising with the Irving-Pitt Manufacturing Company, loose-leaf books, also of Kansas City.

## Ginger Ale Account for Peck Agency

G. B. Seely's Son, Inc., New York, Seely's Ginger Ale and other carbonated beverages, has placed its account with the Peck Advertising Agency, Inc., of that city. Newspapers and outdoor advertising are being used.

## "Automobile Digest" Appointment

The *Automobile Digest*, Cincinnati, has appointed Ralph W. Mitchell, Kansas City, as its advertising representative for the States of Missouri, Nebraska, Oklahoma, Colorado and Kansas.

Twenty-three pages of advertising in the May 12th Saturday Evening Post were set by Bundscho. Over 19% of all the advertising in that issue. This is not a boast. It is a significant fact that you wouldn't learn unless we told you.



**J. M. BUNDSCHO**  
*Advertising Typographer*

**58 EAST WASHINGTON**  
**CHICAGO**

**HERE TYPE CAN SERVE YOU**

# Why Do Many Salesmen Fail?

**W**HY do salesmen fail? Is it something inherent in their personalities, or is failure due to wrong methods of handling them after they have been started on the road?

When John A. Stevenson, now second vice-president of the Equitable Life Assurance Society, became director of the School of Life Insurance Salesmanship at the Carnegie Institute of Technology, it was estimated by one company that as high as twenty-nine out of every thirty men who started to sell life insurance were failures. Yet Stevenson succeeded in graduating from his school sixty successful salesmen out of every hundred students. It was this remarkable record that won him his position with Equitable.

In the June issue of **PRINTERS' INK MONTHLY** is an interview with Stevenson by John Allen Murphy, "The Hiring and Training of Salesmen." It reveals the principles Stevenson has used so successfully, interpreted to apply to any organization that hires salesmen. Common sense based on certain pedagogical laws that are neither esoteric nor difficult to understand is the main reason for Stevenson's record.

This article is one of vital significance to every sales and advertising executive, because it explains simply and fully the solution of a perennial difficulty. It can be applied to your organization.

The June Monthly also contains more than twenty other articles of interest to executives who control sales and advertising policies.

#### ARE YOUR HIGH-PRICED SALESMEN DOING LOW-PRICED WORK?

When a \$200 a week salesman does work that could be done just as well by the \$50 a week man the sales department is losing \$150 worth of potential effort. And yet in many sales departments star salesmen are bothered by routine matters that could be handled just as well by ordinary cubs. How this waste can be counteracted is discussed in an illuminating article by C. C. Caley.

#### THE PROFIT IN UNPROFITABLE BUSINESS

This article is not the exposition of any Chestertonian paradox, but a sound discussion of an often neglected factor of business. The unprofitable side-line is sometimes the profit-maker for a whole business. Selling at a loss in June sometimes makes profits in October. In an article that is likely to provoke unusual interest, Arthur Lazarus throws some new and common-sense light on this strange situation.

## HOW SOME "QUEER" PRODUCTS BECAME PROFIT-MAKERS THROUGH ADVERTISING

The man who says his business is too unusual or his product too "queer" to be advertised is either illogical or ignorant of facts. Victrola, Gillette Safety Razor, Congoleum, Coca-Cola, B. V. D., Shredded Wheat, O'Sullivan's Rubber Heels—those are just a few products that were unusual and "queer" when they were first put on the market. This article by C. B. Larabee, in the June issue of *PRINTERS' INK MONTHLY*, not only answers the illogical objection of the man with the unusual product, but also points the way to success for many manufacturers who are struggling along with "queer" products.

## HOW WALWORTH TUNES PRODUCTION TO SALES

The Walworth Manufacturing Company has been able to chart its future demand within two per cent of actuality—and is synchronizing its production to these predictions. Because of this fact it has almost overcome the bug-bear of over-production and at the same time has not been troubled with being oversold. In an interview with Henry Burwen, Howard Coonley, president of the company, explains the system used and shows how it has been successfully applied to his company's business. An article of real interest to every executive.

## WHERE STATLER LOOKS FOR ADVERTISABLE IDEAS

In an interview, E. M. Statler outlines his basic business policies that have been so successful.

## WHEN THE ADVERTISER SHOULD CHANGE HIS PACE

Some new slants on an old method of getting the most out of copy.

## DIAGRAMMING THE SALES TALK

Written in a less serious vein, but highly suggestive to any harassed sales executive.

## HOW ONE COMPANY GETS ITS CUSTOMERS TO USE INTENSIVE DIRECT ADVERTISING

Do you have trouble getting dealers to advertise? This tells how the American Laundry Machine Company has overcome this difficulty.

Sales and advertising executives who build their successful plans on the experience of others find the articles in every issue of *PRINTERS' INK MONTHLY* informative and helpful. That advertisers are finding the Monthly an increasingly profitable medium is proven by the fact that the June issue carries the largest volume of advertising in the history of *PRINTERS' INK MONTHLY*.

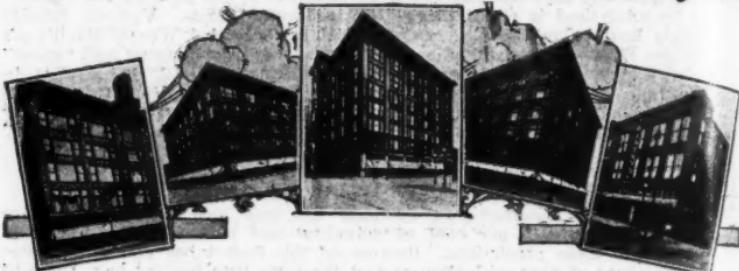
### Printers' Ink Monthly for June Establishes a New Record

The June issue of *Printers' Ink Monthly*, which exceeds the record May number, contains:

- the largest number of pages
- the largest number of editorial pages
- the largest number of advertising pages
- the largest number of individual advertisers.

298 advertisers are represented in this record number of *Printers' Ink Monthly*.

# If The Des Moines Capital can do it for the department stores, it can do it for you.



Above is a reproduction of Des Moines' five department stores—Younker Brothers, Harris-Emerys, J. Mandelbaum & Sons, Wilkins Brothers and Ormskys. These stores regularly use the largest lineage and pay the most money to The Des Moines Capital.

The Capital has been the department store medium for the five big department stores of Des Moines for more than twenty-five years. The preponderance of the department store business in favor of The Capital is more marked at the present time than at any time during the life of the Des Moines newspapers.

Look at these department store figures:

#### April Department Store Lineage

CAPITAL . . . . .	(Evening Only) . . . . .	179,356 lines
2nd newspaper . . . . .	(Evening Only) . . . . .	145,548 lines
3rd newspaper . . . . .	(Evening Only) . . . . .	57,304 lines
4th newspaper . . . . .	(Morning and Sunday) . . . . .	38,305 lines

#### Department Store Lineage—Four Months, 1923

CAPITAL . . . . .	(Evening Only) . . . . .	681,793 lines
2nd newspaper . . . . .	(Evening Only) . . . . .	566,016 lines
3rd newspaper . . . . .	(Evening Only) . . . . .	186,189 lines
4th newspaper . . . . .	(Morning and Sunday) . . . . .	125,272 lines

#### Department Store Lineage for Year 1922

CAPITAL . . . . .	(Evening Only) . . . . .	1,958,768 lines
2nd newspaper . . . . .	(Evening Only) . . . . .	1,617,971 lines
3rd newspaper . . . . .	(Evening Only) . . . . .	578,344 lines
4th newspaper . . . . .	(Morning and Sunday) . . . . .	357,889 lines

The Capital competes with a publisher who advertises a morning and evening combination as a single newspaper with a single circulation. These two newspapers are absolutely distinct. One is designed for men—the morning issue; the other is designed for women. All carrier circulation of the morning paper is duplicated in the evening by compulsion. No morning subscriber can take the morning issue without also taking the evening edition. The morning issue is practically negligible, except Sunday, with respect to department store advertising. Local advertisers can buy either of these papers separately at half the rates charged in the national field. There is great confusion in the national field about the Des Moines newspaper situation. There is none in Des Moines. The Capital is the big evening newspaper with the local advertisers and with department stores.

The circulation for the past four months has averaged 64,064—the largest circulation for this period of any Iowa evening newspaper.

# The Des Moines Capital

*The Department Store Newspaper*

LAFAYETTE YOUNG, Publisher

Special Reps.—O'Mara & Ormsbee, Inc., New York—Chicago—San Francisco

# New Illustrations for Old Themes

Unconventional "Plots" for Advertising Pictures an Important Consideration When the Subject Matter Is Apparently Commonplace

By a Commercial Art Manager

**A**ND advertiser of national importance wrote the following letter:

What will happen to advertisers who wish to illustrate their campaigns, say twenty-five years from now? Even now, the repetitions are beginning to attract attention. We are all guilty of lazy habits of thinking, or can it be actually true that advertising is consuming its own fund of workable material?

I am thinking more particularly of illustrating rather conventional subjects. It is obvious that some of us must go right on advertising soap, or automobiles or farm implements or the usual run of manufactured products. I am a believer in common-sense pictures. Those which are far-fetched and which depend upon a mere headline or a paragraph lead, are, it seems to me, palpably bad salesmanship.

It has certainly occurred to me in a forceful manner, after examining newspapers, magazines, farm papers and business papers, from day to day, that ideas for illustrations are reproduced, over and over again. Who is to blame for this? What is to be the outcome? If conditions are serious now, what will they be a dozen years from now?

I am an advertiser of silverware. Our files show that we have shown pictures of dining rooms and tables, in hundreds of combinations, for the past generation or so. They are drawn better today than they were some time since, and now and again the name of an illustrious artist appears as one of the signatures.

Occasionally we attempt to break away from our own traditions. We illustrate the theme of a pattern and show gay costumed period figures. Or we reproduce our goods in still life form, gloriously retouched, but I have the feeling, as hours pass, that we have either consumed all available pictorial material or are devouring it at such a rapid pace, we shall be left quite destitute before many seasons come and go.

How is the advertiser to solve this riddle?

There is a world of response to the above. The writer, to begin with, paints a far too gloomy picture. It is not infallibly true that the bromidic subject is necessarily inefficient.

The trouble seems to be that those very close to advertising become highly critical and unnecessarily sensitive to certain factors. A thing may be a bromide

and everlastingly popular with the public.

True, this advertiser may have used, as he admits, hundreds of pictures of dining rooms, in order to provide a natural setting for silverware. But what of it? There is no evidence to show that the dining room is unpopular as an illustrative theme or as a place for gastronomic satisfaction and display.

The public, we have found, is by no means so sophisticated as its servants. Themes which may bore the advertising man to distraction remain invaluable as advertising ammunition and will doubtless retain their human tug on the popular mind until the end of time.

If advertising were read only by advertising men, then the situation would be vastly changed.

In every supposedly moth-eaten, time-honored idea for advertising art, there is the germ of a new approach; a new touch, or an added element of suspense or interest. But the mere repetition of a pictorial theme for years is not a final indictment against its rock-bottom serviceability.

We know a manufacturer of brooders who, with the opening of his plant and the birth of the invention, many, many years ago, had a modest little woodcut made, showing the device, surrounded by fluffy little chickens. It was neither a handsome nor an inspired illustration. But that cut has been employed ever since and is going strong at the present moment. Every time the advertiser changes it, he regrets the move. Letters are not received from prospects, complaining because the advertiser uses that ancient woodcut. It shows something they are interested in and desire to see.

Perhaps advertisers confuse sanity in advertising art with an

erotic craze for freakish "stunts."

There is always the wide horizon of improvement. A very venerable theme can be given great dignity, and selling power, through force of a new technique.

The genius of the artist flares

they can brighten up that old rocker or make that piece of ancient furniture gleam like a piece just taken from stock.

This Acme illustration took a calendar pad, with its 31 separate blocks, and filled each one of them with little pen-and-ink scenes. For the most part, they were scenes of home painting, varnishing, etc. Trite scenes, yes, but as handled, the aggregate, composite illustration took on a fresh glamour. An old theme was injected with new life.



We would look upon this as a concrete instance of how an advertiser may handle time-tested pictorial thoughts from an untrammeled angle. Nor is this to say that a large illustration of a woman, on her own front porch, repainting a rocking chair, would not be just as effective as a selling suggestion as it was when the first paint manufacturer employed it a generation or two ago.

Manufacturers of hardware, it is freely admitted, have used as an illustrative theme, if, say, hammers and once the first advertisement created, notwithstanding the first advertising campaigns, by repre-  
se objects larger than those on an advertising page, in several colors, took one of picture thoughts on earth it both new and ser-  
You see, none of the thought to do it in just-  
er. And when the en-  
product scheme began to  
1 from use, hands grip-  
hammers and hatchets  
duced, thus putting a  
into operation. The  
idea is to show them  
as large as ever, but  
transparent fashion, which  
perfect diagrammatic  
of the internal patented



up through even the most homely and conventional subject.

Do the old things in a better way.

Add something to the idea which has done loyal service and appears to have outlived its usefulness.

We have known a sparkling legend to make an old, old illustration seem decidedly new.

The separate, integral parts of old scenarios may often be fused into something seemingly novel.

It is fair to say that a page for Acme Quality paints, enamels, stains and varnishes, accomplished just this in a recent page display. This company must illustrate paint and painting. And it must continue to do so. Women must be told, over and over again, as seasons come and seasons go, that

# -in Cincinnati



**which one  
fits you?**

**I**N Cincinnati four newspapers each offer specific advantages to the national advertiser. But which one fits your product?

The Enquirer offers a well-defined following of year-in, year-out subscribers, drawn from that class that not only is interested in products of merit but that has the purchasing power to invest in those products. And it offers, too, an intangible prestige which adds more power to every advertisement in its columns.



*Covers Cincinnati Every Day  
Covers In the Way That Pays*

**The CINCINNATI ENQUIRER**  
*One of the World's Greatest Newspapers*

I. A. KLEIN  
50 E. 42nd St.  
New York

R. J. BIDWELL CO.  
742 Market St.  
San Francisco

I. A. KLEIN  
76 W. Monroe St.  
Chicago

features, exclusive with them. Here is a case where one comparatively uninspired idea has been given three wise applications.

You would think, on first reflection, that there was no really new idea for illustrating a truck

progressive ones are using trucks where they once employed horse and wagon, then the smiling head of a master-baker is made the feature of the display.

The automobile manufacturer is awakening to the possibilities of back-tracking over the work of many years, and combing a new theme from the wreckage. New, did we say? No, not new, but an old scheme brightened, humanized, and made to seem new, which is quite sufficient.

Peerless has done it by minimizing the actual reproduction of the entire car, and focusing attention upon really wonderful character studies of those who ride in the car. As much of a story of automobile pleasure, pride and satisfaction can be expressed in the front-on painting of an ultra-modern mother and her charming little daughter, cosily tucked away in a limousine as could ever be told by a photograph of the machine itself.

Those two characters are, in a sense, symbolic of the integrity and the quality possessed by the product.

It is surprising to note to what degree this plan was generally adopted by a great many automobile advertisers, once the trail was blazed for them by the first adventurous spirit, who, timid perhaps, felt that he would be criticized for illustrating an automobile advertisement with people rather than with machines.

We recall an Oldsmobile advertisement, based on the very old argument of hill-climbing performance, and the engine power that makes the hill-climbing feat possible.

That this idea has been used on and off, ever since automobiles were manufactured, is a fact which everyone must freely admit. And we can't see why it should



HOW PEERLESS IS ILLUSTRATING THE IDEA OF A  
QUALITY MOTOR CAR

advertisement. You can show a truck, inanimate, carefully retouched to elaborate details, or you can show trucks in service, under dramatic circumstances, or you can picture mechanical features. What more? And all of these have been in as many art techniques as there are separate advertising campaigns to support them.

Graham Brothers saw an opportunity. Recognizing that trucks are used by important groups of industries, they immediately conceived the idea of suggesting the group by means of its most popular and well-known worker. If the Graham truck has a story to tell concerning the fact that there are 25,000 bakeries in America and that the large majority of the

# Henri, Hurst & McDonald

**A D V E R T I S I N G**

## Chicago



**A**MONG the multitude of motor cars there is one that stands out apart and alone. It is PIERCE-ARROW.

We have the honor of handling the advertising of all Pierce-Arrow products — the passenger cars, trucks, and motor busses.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

May 31, 1923

May



## Total Advertising in Agate Lines for Year 1922

		Agate Lines
Baltimore Sun	M. E. & S.	29,016,436
Los Angeles Times	M. & S.	26,795,241
Chicago Tribune	M. & S.	26,212,563
New York World	M. E. & S.	25,917,496
Detroit News	E. & S.	25,704,406
Philadelphia Ledger	M. E. & S.	24,653,500
Kansas City Star & Times	M. E. & S.	24,320,749
New York Times	M. & S.	24,142,222
San Diego Union & Tribune	M. E. & S.	23,009,308
Pittsburgh Press	E. & S.	21,995,628
Washington Star	E. & S.	21,659,650
Providence Journal & Bulletin	M. E. & S.	20,469,245
St. Louis Dispatch	E. & S.	19,881,120
Los Angeles Examiner	M. & S.	19,779,685
Columbus Dispatch	E. & S.	19,582,553
Boston Herald & Traveler	M. E. & S.	18,959,769
St. Paul Pioneer Press Dispatch	M. E. & S.	18,520,878
Chicago Daily News	E.	18,224,817
Philadelphia Inquirer	M. & S.	18,211,290
Louisville C-Journal & Times	M. E. & S.	17,635,353
Philadelphia Bulletin	E.	17,592,285
Los Angeles Herald	E.	17,551,828
Cleveland Plain Dealer	M. & S.	17,182,536
San Francisco Examiner	M. & S.	16,996,694
Worcester Telegram-Gazette	M. E. & S.	16,661,016
Newark News	E.	16,567,916
Indianapolis News	E.	16,400,178
Milwaukee Journal	E. & S.	16,266,970
New Orleans Times-Picayune	M. & S.	15,454,103
Brooklyn Eagle	E. & S.	15,382,121
Des Moines Register & Tribune	M. E. & S.	15,233,556
Los Angeles Express	E.	14,988,418
San Antonio Express & News	M. E. & S.	14,702,390
Oakland Tribune	E. & S.	14,650,656
New York Sun-Herald	E. & S.	14,590,217
Peoria Journal-Transcript	M. E. & S.	14,524,346
Portland Oregonian	M. & S.	14,305,260
Minneapolis Tribune	M. & S.	14,277,730
Dayton News	E. & S.	14,240,730
Denver Post		
Toronto Star		

*In 1922*  
**The Peoria**  
**JOURNAL-TRANSCRIPT**

Stood 1<sup>st</sup> In Advertising Lineage  
 In Cities Less Than 85,000  
 and 2<sup>nd</sup> In Cities Less Than 150,000

WRITE Adv. Mgr. PEORIA JOURNAL-TRANSCRIPT  
 Peoria, Ill. for "FACTS ON PEORIA"

CHAS. H. EDDY CO. Rep. Chicago - Boston -  
 New York

St. Louis Post	E. & S.	11,309,160
Scranton Times	E.	11,305,508
Des Moines Tribune-Register	E. & S.	11,304,216
Omaha World Herald	M. & S.	11,261,264
Montreal Press	E.	11,221,460
New York American	M. & S.	11,211,692
Youngstown Vindicator	E. & S.	11,177,180

not remain just as good for another twenty-five years. Certainly, owners want power on hills. Hill-climbing is a test.

By a very simple photograph-patching expedient, an illustration scheme of venerable vintage was given an invigoratingly new atmosphere. Above the actual camera study of a car climbing a hill, was placed, in the same identical position, another photograph of a car, but minus background, and of a different model. This second car darted through space and was out of proportion to the machine beneath.

These two photographs, thus placed together, created an illustration which served the purpose of quickly commanding an audience and of suggesting engine power on inclines. The addition of the larger car, superimposed over the smaller picture, gave the necessary novelty.

Picture themes of days gone by should not be passed over merely because they have been used. There are fundamentals of salesmanship and of appeal which never lose their power. To eliminate them would be as silly, as futile, as to give one performance of Shakespeare and stop.

### Insurance Advertising Men to Meet

A meeting of insurance advertising men will be held at Atlantic City, June 6, in connection with the convention of the Associated Advertising Clubs of the World. Leon A. Soper, Phoenix Mutual Life Insurance Company, will preside. John Longnecker, advertising manager, Hartford Fire Insurance Company, and Winslow Russell, advertising manager, Phoenix Mutual Life Insurance Company, will address the meeting which is planned as an informal get-together for discussion of the subject of "Merchandising Advertising to Insurance Salesmen."

### New Tooth Paste Advertiser Running Buffalo Campaign

The Antidolor Manufacturing Company, Springville, N. Y., is using large space in Buffalo newspapers to advertise Waite's dental cream. This is an experimental campaign. More than 90 per cent of the Buffalo druggists have put in a stock since the sales campaign commenced. The Landsheet Advertising Agency, Buffalo, is directing this advertising.

### Home Garage Week Advertised

An industry that has not designated one of the fifty-two weeks for some purpose relating to the use of its products is sadly out of style nowadays. The Vacuum Oil Company of New York, however, in its newspaper advertising hit upon a novel idea in designating a "Home Garage Week." This advertising carries an illustration of a car owner before a window display of automobile tools, pumps, jacks, chains, and different grades of "Gargoyle Mobiloils" and "Gargoyle" lubricating oils. "What's missing in your Home Garage? Check up!" the caption commands.

"If the 'lady of the house,'" says the copy, "is to be judged by the condition of her kitchen, surely her husband can be judged by the condition of his home garage."

"How about yours? Is your tool equipment complete? Are your supplies adequate? Is everything in apple-pie order?"

Engine care as regarding the correct grades of oil used is emphasized. The motorist is urged to take advantage of the better price obtained through buying five-gallon cans, or fifteen-gallon or larger steel drums rather than one-gallon cans. The dominant idea is that anticipation of summer needs "may save hours of annoyance and dollars in time and repairs."

### McKenney & Taylor Elect New Officers

Archibald McKenney and Daniel E. Provost have been elected vice-presidents of McKenney & Taylor, Inc., advertising, New York. Mr. McKenney previously had been with the advertising business of O. W. McKenney which has been succeeded by McKenney & Taylor, Inc. Mr. Provost formerly was with The H. K. McCann Company and the New Haven, Conn., *Register*.

Mrs. E. Wallace has been appointed production manager.

### L. S. Metcalfe, Eastern Manager, Management Magazines

Lyne S. Metcalfe, publisher of Management Magazines, Inc., Chicago, has been appointed Eastern manager in charge of the New York office of that company. Management Magazines, Incorporated, publishes *School and College Cafeteria, Club Management and Cafeteria Management*.

### Crude Oil Account for Walker & Downing

The Emery Manufacturing Company, Bradford, Pa., producer, transporter and refiner of Bradford Pennsylvania Crude Oil, has placed its account with Walker & Downing, Pittsburgh advertising agency. Business papers and direct-mail advertising will be used during the current year.

# The Hardware Store As an Outlet for Side Lines

An Increasingly Important Market, for Hardware Dealers Know of the Profits Derived from Specialty Selling

By Roy F. Soule

I WAS talking some time ago with a well-known Indiana hardware dealer and after looking over the vast assortment of goods in his store, asked him for a definition of hardware. "Hardware," he said with a laugh, "is any non-perishable item that I can sell at a profit."

Going further into the subject with him, I found that he gave consideration to any salesman who offered goods that did not rapidly depreciate in value. A failure to sell promptly, therefore, did not mean a loss. The life of the goods gave him time to launch a second or a third selling campaign until he either established a trade or got his money out of the venture. The most perishable item this merchant had in his store was flashlight batteries which he bought frequently and in small quantities. This was the Jones Hardware Company of Richmond, Ind., and one of its best side lines was raincoats. Now you would hardly expect to find a large assortment of raincoats in a hardware store but this Richmond concern was selling better than \$10,000 worth of such goods annually.

Paint was originally a side line in hardware stores. For years the best small-town distributor of paints was the druggist. He seemed to have inherited a monopoly. Then some of the Mid-Western hardware stores took on paint as a side line quickly to discover that supplying builders' hardware gave them advance tips and a decided edge on the druggist. The story of how the side line spread, is written in 10,000 hardware stores. It has grown until most of all the paint retailed in the United States is sold by the hardware dealers and in proportion to capital invested, the hardware dealer spends twice the

money locally advertising his paint that he does for straight hardware advertising. The ingenuity displayed by these dealers in gaining favorable publicity for paints is frequently remarkable.

In a New York State weekly paper I once noticed a story stating that a local hardware dealer had not only furnished all materials but had paid the workmen to paint and varnish a historic building which meant much to the community. I called to congratulate him on doing so worthy a thing. He smiled, took me by the arm and said, "Come on, I'll show you the idea." We walked across the square to "Washington's Headquarters" and arrived just in time to see one of this merchant's clerks booking an order for a paint job. The place was just one big demonstration room for about every high-grade paint and varnish in that man's store and when he had a possible customer for a house job he just visited the historic building where the goods were shown in use.

## AUCTIONEERS PAINT UP TO SPEED SALES

In a store out in Iowa, I found wagon paints being pushed in a novel manner. It was in the corn country, in that land where every village boasts of an auctioneer or rather every village has its auctioneer to do the boasting. Sale notices about the size of rural Fourth of July celebration posters, were common. There were five or six such sales every month. This hardware paint dealer had persuaded the local auctioneer that if the farmers who were selling out would only use wagon paint on the vehicles and implements offered at auction, higher bids were certain. The auctioneer readily agreed. Then the dealer

prepared a sales letter enumerating items from buggies to cultivators, which should be painted before going to the auction block and convincingly mentioned advanced prices which would probably result. This form letter he sends to every farmer who advertises a "Sale" and as such sales are usually advertised two weeks in advance of the big event he lands business.

The old-time iron manager would have stood aghast at the idea of selling cameras in his metal shop. A short twenty years ago you couldn't have raked up a dozen hardware dealers in America who sold cameras, yet today this side line has grown to one of great volume.

A general service of printing and developing has come with the hardware dealer's service in this line. There is scarcely a city of any size in this country where some progressive hardware dealer is not reaping the benefits of a camera side line. His older interest in the sporting goods side line is of great value to the camera line.

#### MILLIONS IN AUTO ACCESSORIES

When automobiles began to make inroads on the buggy trade of the local hardware and implement dealers many of the far seeing merchants became car agents but this side line usually outgrew the parent and such ventures usually ended in friendly divorce proceedings. Frequently the automobile business was continued as a separate business by the store keeper who had given it the try-out.

But automobile accessories were another story. They fitted. The hardware dealer was already handling as regular stock a lot of the popular tools and he quickly branched out as new accessories appeared. In towns of less than 10,000 population today, the bulk of the auto accessories is frequently sold by hardware dealers and in the larger towns the accessory departments in big hardware stores are very much in the running.

Practically every hardware

wholesaler in the country has an automobile accessory department. The business has grown to such proportions that the most important department of the great national association of hardware wholesalers is their auto accessory branch. This organization holds two conventions and one national accessory exhibit each year. Beginning as a side line it has expanded into millions of dollars worth of hardware business annually.

Toys are another hardware side line that has run into big business. Starting with sleds and the little old wire wheeled tin sided express wagons of our youth, toys have gradually crept into the hardware stores.

The retailers led the way by purchasing direct from manufacturers or importers a line of Christmas toys which were given the right of way in their stores during the month of December. Then the left-overs were packed up and put in the warehouse until the next Christmas season rolled around. The results were good and the idea spread. After the retailers had been at this a few years some of the larger wholesalers gave toys a try-out. One taste of such business and the big fellows went after it in earnest.

Such houses as the Shapleigh Hardware Company of St. Louis and Supplee-Biddle Hardware Company of Philadelphia, stocked heavily and even went so far as to arrange a traveling toy circus with which their men visited the principle cities in the territory they covered. They brought outlying dealers to these central points and built up a big trade. Through the efforts of the wholesalers, retail hardware dealers began to keep toys on display the year round with satisfying results. Take the retail hardware merchant out of the toy business today and you would knock a lot of the underpinning from under the American toy industry. This side line has grown to gigantic proportions. The Hall Hardware Company of Oak Park, Ill., sold \$10,000 worth of toys last year. For several years Heckler Bros.,

of Pittsburgh, have reached that mark. The Kalispell Merchandise Company, Kalispell, Mont., was one of the first big stores to tackle toys. For at least fifteen years its toy sales have run above \$10,000 a year.

During the past five years the hardware stores of the Southern States have in great numbers been taking to toys. A million a year in toy sales is not at all an unusual accomplishment for the hardware wholesalers who have tackled this side line.

#### PHONOGRAHS AND SWEATERS

Phonographs are another profitable hardware side line. Beginning with low-priced machines selling for \$10 or \$15 the hardware dealers quickly found a demand for the better instruments. Murray Brothers of Honesdale, Pa., are a good example of progressive small-town hardware dealers. Their retail business runs better than a million dollars a year. Their phonograph department consists of but one well-equipped listening room but that space pays its way as well as any in the store. Thousands of hardware dealers are now agents for the best phonographs made and they cover their "sales quotas" with surprising regularity.

Sweaters seem to be a far-fetched side line for hardware merchants but they came in through the sporting goods department which itself came to expansion through the time-honored stock of guns and ammunition.

Linoleum is a good hardware side line that slipped into hardware stores almost unannounced because of the fact that most housewives who use coal or wood burning ranges like to have a piece of linoleum placed under the heavy stove when it is set up. The hardware dealers stove men reported so many cases where their work was delayed while the lady of the house hurried out to buy linoleum that in self protection they added linoleum squares or rugs to their line. These quickly led to an enlarged demand and a regular stock of this floor covering followed. I recently

visited the hardware stores of New York State and most of the small-town hardware stores are stocking and selling linoleum.

Vacuum cleaners and power washing machines are a bit related in hardware stores as they were first stocked at about the same time and clerks trained to sell one are usually versed in the fine points of the other. These two items have probably stimulated more creative selling in hardware stores than any other side line for the dealer commonly sends his men out soliciting such business from house to house. The Carlisle Hardware Company, of Springfield, Mass., is a good example of this innovation. For several years it has kept men outside the store hustling for such sales. These men travel on motorcycles and cover a lot of territory.

#### MAKING GOOD WITH RADIO

The latest side line to hit hardware stores with a rush is radio. This line is so new and is improving so rapidly that a radio stock requires most careful buying judgment. The best seller of today may be replaced by an improvement thirty days from now and the dealer must buy sparingly and keep his stock on the move. There are scores of failures among radio retailers—so many that at times it seems as though the business was too precarious for sane investment. A careful analysis of this business, however, reveals the fact that most of those who fail are over-enthusiastic mechanics who have so fallen in love with radio that they have put their savings into a small stock and launched themselves into a merchandising collar, only to learn the vast difference between loving a thing and selling it. These men have not known how to pick a location. They do not know how to buy and are consequently overloaded with stock. They stutter on cash discounts. They have had no experience to give them a knowledge of the cost of doing business. Above all looms the fact that they do not know how to sell.

The hardware dealer, on the

## What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

---

Programs for 60 legitimate New York theatres—  
aggregating 1,600,000 circulation monthly.

Published by

*New York Theatre Program Corporation*

108 Wooster Street

New York City

**M**R. WILLIAM WRIGLEY, Jr. commenting upon a booklet printed for the Simmons Company, wrote: "I just have to compliment the firm that produced this booklet. I think it is a gem."

How often does your literature receive such comment? No matter what it is, it can be planned as the Simmons booklet—for a purpose.

The thought and care given to each individual requirement make the things done by Rogers & Company distinctive and productive of results.

Through a study of your needs we are able to work with you in planning your printed pieces, whether catalog or complete direct campaign. From this plan we design, layout and supply copy for the physical structure we build with typography, art work, engravings, presswork and binding. We then help you place these printed pieces where they will do their required amount of work.

*We invite your correspondence*



**Rogers & Company**  
*Producers of Planned Printing*

20th and Calumet  
Chicago

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New York

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other hand, knows thin ice when he sees it. He knows the A B C's of business and approaches radio cautiously. Most of the dealers have tackled this side line with an investment of less than \$500 and thousands of them are now carrying radio stock of from \$5,000 to \$10,000 which they are turning from five to ten times a year. The hardware dealer is a particularly good distributor of radio parts as the mechanics and the mechanically inclined are his regular tool customers. I recently saw a corking good window advertisement of parts in the store of J. B. Hunter of Boston. A complete receiving set which would retail for about \$65 was displayed on a revolving stand, a neatly written show card announced that the parts with which to assemble the set could be purchased for \$34. The idea took like wildfire. Ninety per cent of the hardware dealers who tackle radio make good.

The most far-fetched side line I have ever seen in a hardware store was a line of coffins, caskets and burial robes. The first time I saw this, I felt that I was in the presence of a freak. The stock was kept in a separate room with a separate entrance and the dealer was a licensed embalmer. He could lay aside a sale of builders' hardware in a hurry if undertaking demanded. He caught me laughing at his venture and opened his books. The profits of his side line have tempted me to go into the business. While not common, I have found a dozen or more small-town hardware dealers who own hearses.

And a fine thing about side lines in hardware stores is this. The dealer advertises them locally just about five times as hard as he does the regular line to which these side issues have become attached. Possibly that is the reason he makes good.

#### James L. Gillespie Dead

James L. Gillespie, one of the editors and publishers of the Greenwood, Miss., *Commonwealth*, died at Greenwood on May 20. He was associated with S. Gillespie in the publishing of the *Commonwealth*.

#### G. S. Mumford Heads Boston Better Business Commission

George S. Mumford, president of the Commonwealth Trust Company, Boston, has been elected president of the Boston Better Business Commission, succeeding Charles F. Weed, vice-president of the First National Bank of that city. Other officers elected are: Vice-president, Edward T. Frost, vice-president; Wm. Filene's Sons Co.; treasurer, Freeman Hinckley, Wrenn Brothers & Co., and secretary and manager, Edward L. Greene.

Directors chosen are: Thomas P. Beal, Jr., vice-president, Second National Bank; George E. Brock, president, Home Savings Bank; Victor Heath, manager, Frank Ferdinand, Inc.; George B. Johnson, president, R. H. White Co.; Ernest F. Lovejoy, president, Continental Clothing Co.; Charles B. Marble, managing editor, *The Modern Priscilla*; S. St. John Morgan, president, Lamson & Hubbard Co.; William F. Rogers, advertising manager, *Boston Evening Transcript*; Marcell N. Smith, president, Smith Patterson Co.; Edward A. Westfall, publisher, *Boston American*; Joseph Wiggin, attorney; Edward F. Woods, Hinckley & Woods, and A. M. Wright, president, Mason & Hamlin Co.

#### Fenn and Parker Win in Golf Tournament

The first of the four tournaments scheduled for the Metropolitan Advertising Golf Association, New York, was played on the links of the Engineers Club at Roslyn, L. I., on May 24.

About 150 members of the association teed off at the first meeting, playing a qualifying round of nine holes and a match play of eighteen holes. H. B. Fenn, of The H. K. McCann Company, won the morning round with a low gross of 84. C. A. Randall, Henry Lindeinmeyer & Sons, won the low net prize on this round with an 80.

In the afternoon the winner of the low gross honors was Don Parker, of the Century Company, who came through with a score of 85. The low net prize was awarded to W. A. Sturgis, of Smith, Sturgis & Moore, Inc., who finished with a 76.

The next tournament is to be held at Westchester Hills on June 12.

#### Will Represent Miles City, Mont., "Star"

The Miles City, Mont., *Star* has appointed Prudden, King & Prudden, Inc., publisher's representatives, as its national advertising representatives, effective June 1.

#### Lowe Paint Account for Dayton, O., Agency

The Lowe Brothers Company, manufacturer of paint and varnish, Dayton, O., has placed its advertising account with The Geyer-Dayton Advertising Company of that city.

# The Field Organization of the Sales Department

The Functions of the Sales Foremen in the Field

By Harry R. Tosdal

Professor of Marketing, Harvard Graduate School of Business Administration

THAT salesmen operating in the field need supervision is evident if one examines in more than cursory fashion the nature of their work. The traveling salesman must ordinarily operate away from home or district offices a large part of the time. He has, therefore, a much smaller amount of contact with other parts of the sales organization than employees with corresponding responsibilities in the production organization have with production officials.

Furthermore, the nature of the salesman's work—meeting new buyers, continually meeting persons who rightly or wrongly feel that their interests are contrary to his own, the frequent lack of tangible results for considerable periods of time, the dependence of the salesman's work upon factors beyond his control, the many new problems which arise because of changes of conditions, the difficulty of meeting new or hard prospects—furnishes arguments for support, assistance, and supervision by superiors. The character of the salesman, the fact that he will usually be most successful when optimistic, the many reasons for discouragement in selling, the tendency of salesmen to get into a rut when a fair amount of custom has been established further emphasize the need for some means of stimulation so that the salesman may do himself justice.

The need for effective agencies for stimulation of salesmen is never more keenly felt than during a period of depression when the continuance of manufacturing operations may depend largely upon extraordinary exertions of salesmen. Lastly, few salesmen are fully trained for their work

before they take up selling. As a consequence, many houses are suffering more or less from the employment of inadequately trained salesmen. Even where salesmen have once been trained, their tendency to become satisfied with mediocre performance or the failure to grow may cause them in the course of time to get out of touch, to fail to appreciate new lines, to inadequately support new policies. In larger or smaller measure, a continuous process of education is needed to keep the sales force as efficient relatively as other parts of the sales organization or as other portions of the business enterprise.

## FACTORS THAT GOVERN AMOUNT OF SUPERVISION

The amount of supervision which must be provided by the management will depend upon a number of factors, the first of which is the size of the sales organization—the number of salesmen or other representatives in the field. A sales department traveling 500 men must very evidently provide more supervision than one traveling twenty men, other conditions being substantially the same.

An examination of the practices of business concerns generally shows a wide variation in the number of men supervised by a single official. Instances may be cited where as many as 200 salesmen are directly supervised by one official; many more examples may be secured of companies in which twenty-five or more salesmen are subject to one supervisor. While we find that only a very few sales executives have undertaken a serious study to ascertain the number of salesmen which can be effectively handled by one man, such results as have been obtained

# Advance the Cause of Advertising by Meeting in Convention Where the Field for Most Profitable Activity Exists

With the kindest feeling of appreciation for the invitation of our British brothers a United Tenth District presents the claims of Houston and Texas for the Nineteen Twenty-Four convention entertainment honor primarily to continue the advancement of the scope of advertising.

While still retaining the position of leader of all agricultural states, Texas is now finding itself industrially, and gradually converting its own immense raw material into finished products, and needs the influence of advertising men, and particularly the privilege of a visit and attendant hospitable entertainment to accentuate and intensify the great present market, though far greater in its potentialities.

In addition, Texas gulf ports, including Houston, are the natural gateways of the great undeveloped Pan-American markets, naturally ours, with advertising following the flag of trade. Mexico for the summer of nineteen twenty-four predicts a fertile field for advertising and advertised products.

Houston for this year ranks fourth of all American cities in building permit figures, and stands sixth in national percentage of gain in population.

Modern hotel facilities, as fine as offered by a city five times Houston's size offer with large, modern municipal auditorium adequate and delightful accommodations for a convention.

Houston, as with other Texas cities is proud of its reputation for extreme hospitable convention entertainment; often referred to as "City of Western enterprise and Southern hospitality."

Members of the Associated Advertising Clubs of the World who came to Texas twelve years ago will gladly accept a second invitation.

**MAKE IT HOUSTON FOR THE NINETEEN  
TWENTY-FOUR CONVENTION**

**HOUSTON ADVERTISING ASSOCIATION.**

Through the courtesy of  
The Oil Weekly, The Filling Station, The Refiner

—‘but why worry about the layout and appearance?  
The story is there, isn’t it?’

¶ *Man still looks on the outward appearance.*

¶ *Our duty is to secure for your messenger . . . package, publication advertisement, poster or mailed word . . . the favorable introduction.*

## FOX & MACKENZIE *Advertising*



1214 Locust St., Philadelphia

point toward the conclusion that present practice will have to be modified to provide for more supervision. The variation which exists is to be attributed not so much to differences in need of supervision as to varying distribution and control, to the undeveloped state of policies of many enterprises, and to the lack of study of supervision problems.

In the second place, the amount of supervision will depend in part upon the territory in which salesmen operate. As soon as salesmen get so far away from headquarters that contact with the home office can be maintained only by correspondence and occasional visits of men from the headquarters staff, there is danger that they will not perform so satisfactorily as in territories closer to sales headquarters. Special features of the salesman's work may increase the need of supervision in order to overcome certain weaknesses of the average salesman.

Closer supervision is necessary where salesmen are expected to cover territory thoroughly than where they are expected to visit only certain customers in large market centres. Likewise, the special work which a salesman may be expected to do in the creation of good-will, in aiding dealers to re-sell goods, may call for a greater amount of supervision than for the salesman who is expected simply to obtain orders with no responsibility for laying the basis for greater facility in making future sales. It is evident also that the extent to which such special duties are required will depend upon the type of product, upon the class of buyers, and other factors.

Lastly, the characteristics of the salesmen employed will affect the amount of supervision necessary. A company employing many salesmen of average ability may find supervision more necessary in proportion to numbers than another company in a different line employing highly trained and high-grade salesmen. The importance of this difference may, however, be easily exaggerated.

The necessary supervision cannot be furnished properly by the chief sales executive himself, unless the number of salesmen is very small and unless his other duties and responsibilities are light. Supervision of the sales force is only one of the many functions of the sales executive. If, as a number of executives contend, eight to twelve men will occupy the full time of a supervisor, obviously a sales manager who attempts to properly correlate advertising and personal salesmanship, who attempts to plan so that the sales department's functions co-ordinate properly with the other departments of an enterprise, can perform none of these duties properly if he is compelled to supervise a considerable number of men.

#### MORE THAN DESK SUPERVISION IS NECESSARY

Only by delegating some of these duties to responsible subordinates can a sales manager free himself from detail so as properly to direct sales operations in their entirety. Proper supervision for the sales force implies not only desk supervision, which is not infrequently the only type which can be furnished by the sales manager or his assistant, but also field supervision. As sales organizations expand there is, of course, clearer recognition of this necessity; but, even in smaller organizations, greater efficiency would undoubtedly be secured if active field supervision were furnished.

The official who supervises the salesmen in the field may be a "foreman" of salesmen, whose prime or sole function is that of overseeing a limited group of salesmen, or a district manager, who may have other responsibilities in addition to that of the sales force operating in his district. Supervisory officials of the first type represent a clear-cut application of the idea of foremanship, universally accepted in factory practice, to the management of the sales force in the field. While in practice it has been found advis-

able to give the appearance of greater dignity to the position of sales foreman, calling him district sales director, squad leader, district manager, or the like, there is no uniformity in designation nor is there uniformity of duties.

The use of sales foremen is justified only if it increases profits through increased sales or lower costs of selling. The use of sales foremen is ordinarily expected to increase sales for several reasons—first, because of the improved supervision furnished, there is greater probability that duties of salesmen will be performed more satisfactorily and that waste and other expenses will be lessened.

Secondly, the work of the sales foreman should bring about better selection and better training of salesmen; as a consequence, salesmen who perform more satisfactory service and are better paid. The consequence is likely to be also a smaller turnover in sales force.

Thirdly, sales foremen in large organizations provide a means of obtaining the much-needed contact between headquarters and field force, a contact which on the one hand enables the ideas and wishes of headquarters to be transmitted into the field more effectively, and on the other hand provides for the collection of information concerning conditions in the field and opinions which are of the utmost importance to the correct planning and direction of sales operations by the headquarters staff. Furthermore, the position of sales foreman offers an opportunity for the promotion of salesmen to a subordinate executive position, therefore, an opportunity for determining the qualifications of the salesman for executive work with less risk than if promotion has to be made directly to more important positions.

The introduction of sales foremanship, either through the appointment of field supervisors, or managers of sales offices, may not give the expected results. The foreman chosen may be incompetent. Not infrequently, when such foremen are chosen from

the ranks of the salesmen, they are incompetent or unfitted for the position because they have few qualities of leadership although they may have outstanding selling ability. The foreman may not be able to convince the men under him that he can be of assistance. It is conceivable also that expected increases in sales may not be realized, because under previously existing conditions the salesmen were working under such pressure and under such direction from the home office that little change could be effected even by competent foremanship. In the last place, the increases in sales may not be realized for a considerable period of time both because the sales foreman, if promoted from the ranks, must be trained to his new position and because he is apt to encounter the opposition of salesmen not so promoted.

Many salesmen who have been accustomed to going without such supervision, resent the implication that they need it. However, if the sales foreman is able to show results, perhaps to bring about more satisfactory incomes for salesmen, such difficulties will be only temporary.

#### THE FUNCTIONS OF SALES FOREMEN

The functions of sales foremen include, first of all, education of field forces. The sales foremen is expected to work with the salesmen over whom he has supervision, to assist them in improving their salesmanship, to demonstrate how to sell particular classes of products, to assist them to become acquainted with the new products which are put out by the manufacturer, to help the salesmen to know thoroughly and to appreciate policies and methods of the sales organization of which they are a part. As a part of the control and supervision duties of a foreman, the stimulation of salesmen both by continuous educational work and by personal assistance to each man in overcoming special difficulties is necessary to prevent salesmen from only half-heartedly exerting themselves or from falling into ruts. Not infrequently



## Is There An 110% Agency Service?

Good advertising agency service may be considered as 100%. Conveniently locate that service so that the element of close, frequent, intimate contact is injected to an unusual degree and you have good agency service *plus*.

Moser & Cotins is a national advertising agency which has more than a copy department, an art department, etc. It is an agency which is trained and experienced in the whole broad subject of Sales Promotion. It is located in the heart of New York State the better to be able to render a truly thorough service, through close contact, to New York State industries.

Its knowledge of markets and sales and merchandising methods, as well as advertising, together with its convenient location, offer to the New York State manufacturer a Sales and Advertising Service of an unusually intimate and thorough nature. Such a service, by way of comparison, might logically be called "110%."

If you would know more of this service—even if but to be informed—simply ask for the facts.

**MOSER & COTINS** • *Advertising*  
UTICA, N.Y.



Member  
AMERICAN ASSOCIATION  
OF ADVERTISING AGENCIES

# Warning A Man Not To Expand

after he's done it, doesn't help much.

Helping him to find something to occupy idle tools and floor space, to reduce the burden by spreading the overhead of a good and otherwise effective staff riding to bankruptcy on a limited output, is really constructive work.

To find the article or the product to meet requirements of plant and sales organization, to procure it on satisfactory and reasonable terms, and to get it quickly are all difficult problems to solve.

Through its thousands of contacts, FEDCO is continually offered the things you may be looking for, and is also being asked to supply them. Our engineering organization, the most unique in existence by virtue of its undoubted qualifications to cover an exceptionally wide range of engineering work, enters into the sifting out and selection of everything finally submitted to our clients. One in twelve hundred is the average acceptance of articles, devices, processes, etc., submitted to our Examining Board. Is it strange then, that the individual manufacturer has such great difficulty in finding that satisfactory addition to increase his earning capacity?

This represents only one department of FEDCO. We are giving it this space because right now it is of great interest to so many manufacturers, bankers and investors.

For this special service, no charge is made to the manufacturer. Write us your problem and request such detailed information as desired.

*Address*  
DEPARTMENT P. S.

## FEDERATED ENGINEERS DEVELOPMENT CORPORATION

154 Ogden Avenue  
Jersey City, N. J.

the sales foreman will be expected to make up for the shortcomings of salesmen. He may be expected to open new accounts or to take special pains to see that salesmen do not neglect this phase of the work as they are prone to do. He may undertake to facilitate adjustments with customers which it would not be wise to allow salesmen themselves to make. The elimination of the delay and red tape necessary to effect such adjustments through the home office may be productive of much good-will.

In general, the function of the sales foreman is, therefore, to assist the salesmen in producing greater sales and in laying the foundation of good-will for future business. In his relations to the home office the foreman is also held to be more responsible for reports and information than is the individual salesman.

Milton E. Chapman has resigned as assistant sales manager of the Whitlock Cordage Company, New York.

## School and Student Market Association to Meet

The School and Student Market Association, a newly organized department of the Associated Advertising Clubs of the World, will hold its first national conference at Atlantic City, June 3 to 7, in connection with the convention of the parent body.

The speakers include Paul C. Hunter, president, Educational Advertising Company, New York, on "Advertising and Education"; Morton S. Rutzky, president, Collegiate Special Advertising Agency, New York, on "Advertising and Selling in the College Market"; N. Guy Wilson, advertising manager, Educational Publishing Company, Chicago, on "A Rock Foundation on Which to Build a Permanent Structure" and Henry C. Chapin, president, Educational Foundations, New York, on "The Modern Pied Piper." All addresses and discussions will deal with the subject of advertising to children, teachers, and college students.

## Joins James F. Newcomb & Company

John M. Wever has joined the staff of James F. Newcomb & Company, Inc., direct advertising, New York. Mr. Wever was recently assistant production manager of the Vacuum Oil Company also of that city.

# The KNIT GOODS GROUP



**The Journals of the Knit Goods Trade**

*Published monthly  
by*

**THE KNIT GOODS PUBLISHING CORPORATION**

321 Broadway, New York, N. Y.

## How Advertising Can Help Guard against Bolshevism

*(Continued from page 20)*

"Government ownership is not such a terribly radical thing after all. There are many people of affairs who believe in it if—there is generally an 'if' in most of the important doings of life—it does not interfere with their profit-getting, or rather if it promotes that interesting function. I saw this well illustrated recently while on a tour of some of the States around the Great Lakes with the Senate Committee on Reforestation, of which I am a member. An official of one of the big lumber companies told our committee in a certain city that he hoped the Government would at once take over the work of planting new forests on privately owned preserves and would remain in charge.

"I asked him if he would be willing at the same time for the Government to take over the work of cutting timber and sawing and merchandising the lumber. He nearly fell over backward in horror at the proposition. I felt obliged to remind him that he very plainly was one of those gentlemen who believed in the Government owning the hard and unprofitable things and in keeping the others for themselves.

"This matter of reforestation, by the way, is something of vital interest to the future business of this nation. We people of this generation should guard the interests of those who are to come. I can think of few things more important to be acted upon by Congress in a sane way."

Every person who reads the newspapers and magazines knows there has been much agitation of late over the question of lightening up a bit on immigration restrictions so as to bring more labor into the country. It is common report that many leading industries, including the steel mills, are suffering because of a shortage of labor. Many authori-

ties have argued that the nation's business is actually being seriously retarded because not enough men can be had to do the necessary work in making merchandise that people would be glad indeed to buy.

Senator Couzens asserted with emphasis that he is very sure Congress will not authorize the bringing in of a larger number of immigrants. Instead of basing his prediction upon the time-honored necessity of "preserving our institutions" he said immigration control as at present exercised is necessary because it is a protection to labor. As such he was sure it will be maintained despite all efforts, well meant and otherwise, to change it.

"The immigration laws," he said, "really constitute a tariff on labor for the protection of our workmen in this country. And, when you come to think of it, there is just as much reason and necessity for a tariff on labor as there is for one on steel, wheat or anything else we produce. And of course there is no argument at all as to the vital need of a tariff to protect all these things."

"A colleague of mine in the Senate summed the thing up very neatly the other day! when he wondered if the steel interests, seeking a let down in immigration restrictions so as to remedy the labor shortage, would consent to the removal of the tariff on steel if there should come about a shortage of that commodity. Unquestionably there would be the most rabid opposition to such a step.

"Some business interests are more than friendly to the tariff that protects dollars. But, for their own reasons, they do not at all like the tariff that protects labor. My opinion, and I believe I am interpreting the best thought of Congress as a whole, is that immigration practices will go on just as they are. If labor is scarce then labor is going to get the benefit just as the prices of steel or other things would be raised in case there was a scarcity in those lines. The more labor is paid the better it is for the com-

# New Advertising Contracts

Signed Last Month for Continuous Space in  
**The World's Largest Export Journal**

**A. C. Spark Plug Co.**  
 Flint, Michigan

**American Chain Co.**  
 New York, N. Y.

**V. D. Anderson Co.**  
 Cleveland, Ohio

**Baker R & L Company**  
 Cleveland, Ohio

**Deming Company**  
 Salem, Ohio

**H. K. H. Silk Company**  
 New York, N. Y.

**India Tire & Rubber Company**  
 Akron, Ohio

**J. S. Mundy Hoisting Engine Co.**  
 Newark, N. J.

**Pickering Governor Company**  
 Portland, Conn.

**Quaker City Rubber Co.**  
 Philadelphia, Pa.

**Quickwork Company**  
 St. Marys, Ohio

**Russell, Burdsall & Ward Bolt & Nut Co.**  
 Port Chester, N. Y.

**Stanley Works**  
 New Britain, N. Y.

**Geo. Stratford Oakum Co.**  
 Jersey City, N. J.

**Stromberg-Carlson Telephone Mfg. Co.**  
 Rochester, N. Y.

**Union Hardware Company**  
 New York, N. Y.

If you want more export business use the

# AMERICAN EXPORTER

370 SEVENTH AVENUE

NEW YORK

# Putting The Sales Punch Into Your Package

You try to beat your competitors in the quality of your goods—you want to make the best goods in your line.

Fine! But the battle of competition has only begun.

Go into a store and line up your packages with your competitors. Are you satisfied that you have the best package? Is it so far ahead of all others that the dealer will display your goods in preference?

**Goods well displayed are half sold.**

How about consumer appeal? Does your package sell the consumer's eye and make him reach for his pocketbook?

Unless it does your package is losing sales and you are losing profits.

Suppose you send us samples of your packages or labels. We'll study them and tell you how we can improve them. If we can't, we'll tell you so frankly.

No obligation to you.

## KARLE LITHOGRAPHIC CO.

Cartons, Labels, Hangers, Inserts, Booklets,  
Folders, Counter Displays, Cut-outs, etc., etc.

Offices and Plant  
Rochester, N. Y.

New York: 512 Fifth Avenue      Boston: 7 Water Street  
Chicago: 130 N. Wells Street      Philadelphia: Fidelity Mutual Bldg.

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try as a whole. I do not see how there can be any argument about that. Unemployment is one of the most terrible of tragedies. I went through one winter here as mayor of Detroit when more than 125,000 men did not have jobs. I know therefore what I am talking about. The welfare of labor should be guarded by the business interests of the country from a selfish standpoint if for no other reason."

On the question of the farmer the Senator predicted more favorable action by the next Congress than ever before, this being one of the most potent methods of helping the country's business. He thinks co-operative selling of farm products is one of the greatest forward movements in the history of the nation.

"We all know," he said, "that one of the big things radically wrong with the country today is the inability of the farmer to get his products to market on a basis that will yield him an adequate profit and also insure a fair price to the consumer. The inequities, and I might say iniquities, of the present marketing system have come about because the farmer has gone at this most important problem as an individual. He can't handle it that way. Without co-operative selling the farmer with 160 acres of ground here in Michigan or out in Kansas is little better than a common laborer. He is producing something he cannot sell on the right basis.

"Many commodities in this country are virtually marketed on a collective selling basis and rightfully so. When farm products are sold in the same way you are going to see a great change for the better in the fortunes of the farmer. This will mean that he can buy more merchandise, making it necessary for more merchandise to be produced. The result will be more business, more money, more work and a general enhancement of prosperity.

"We are generally agreed, I believe, that dollars have a right to unite for their common interest. He is a queer citizen indeed

who at this time will deny the right of labor to unite for the same reason. The farmer should have equal privileges in that line also. It would not surprise me at all to see the next Congress do some unusually constructive things for the farmer. There should be no opposition to this from business as a whole because it will be done strictly from a standpoint of helping business rather than as any class legislation for the exclusive benefit of the farmer."

The Senator was very sure the radical demand for more elastic currency would get no further than the talk stage, although he conceded there probably would be considerable talk about it. It is his idea that the currency is too elastic already.

"Of course," he said, "the Federal Reserve Bank cannot loan its own money direct to the people and should continue as at present and work through individual banks. It is right and proper for a bank to charge 5 or 6 per cent on money it gets from the Federal Reserve at a cost of 4½ per cent. This represents what might be called a retail profit on money supplied by the jobber. But when it comes to charging 7, 8 or 9 per cent for the same money, then there is something wrong. This should be sat upon just as vigorously as should the exaction of unfair profits by the people who have commodities to sell.

"I wonder if the business interests of this country realize after all what a great thing the jobbing system is. This thought comes to me as I study the workings of the Federal Reserve Bank which really is a jobber to the individual bank. The jobber who assembles merchandise from a variety of sources and holds it at the disposal of the retailer is actually performing a service for business that cannot be gauged by the profit he makes—a profit which really ought to be called a service fee. The jobbing system in merchandise makes for economical buying just as it influences safe financing in the

bank field. Talk about the jobber does not necessarily enter into any discussion about what may be the attitude of the next Congress toward business. But I cannot help believing that the jobber is hardly given his just dues in the matter of credit for what he does, and I am impelled here to make these remarks for that reason."

Senator Couzens believes there has been too much legislation already, and that fewer laws should be made. He thinks efforts to correct the country's many evils through passing more laws would only accentuate some of the evils.

"Do you know what I should do if I were czar of this country with unlimited powers?" he asked. "I would tell every person over thirty years of age he could go hang. He could drink all he pleased and do almost anything he liked just so the consequences of his actions were visited upon himself alone. What I mean is that I would stop trying to educate or change the habits of

thought of people above thirty. On the contrary I would concentrate my attention upon the school children. I would teach them the principles of upright citizenship, decent living and fair conduct. In fifteen or twenty more years we would have a real country from a standpoint of business and everything else. This may be called the dream of a radical, but I earnestly believe in it nevertheless. I am expressing it to you in an exaggerated form of course, but in time something like this is sure to come about."

#### Washington, D. C., Ad Club Elects Officers

The Washington, D. C., Advertising Club at a recent meeting elected W. H. Wagner president. S. Oppenheimer was elected first vice-president; M. H. Kafka, second vice-president; S. M. Sellinger, treasurer; and as directors the following: L. E. Rubel, A. V. DeFord and E. C. Griffith. F. X. Wholley, who was the only nominee for secretary, announced his resignation, and John F. Cassidy, corresponding secretary, will act as secretary until the directors fill the vacancy.

## SAM MOSS, *remarks:*

"Both Mr. Cavanagh and Mr. Bensinger have such a sound knowledge of advertising art that when I turn a rough sketch—or campaign—over to them I just forget about it. I know it will come back on time and be a 100% job. — It is a pleasure to do business with them."

*Sam Moss, Vice President of Campbell-Moss, Inc., has been an outstanding figure in New York advertising circles for 22 years. As a creator and judge of advertising art he has few equals.*

**CAVANAGH & BENSINGER**

INCORPORATED  
120 WEST 32<sup>ND</sup> STREET, NEW YORK

Telephone **C** 1760

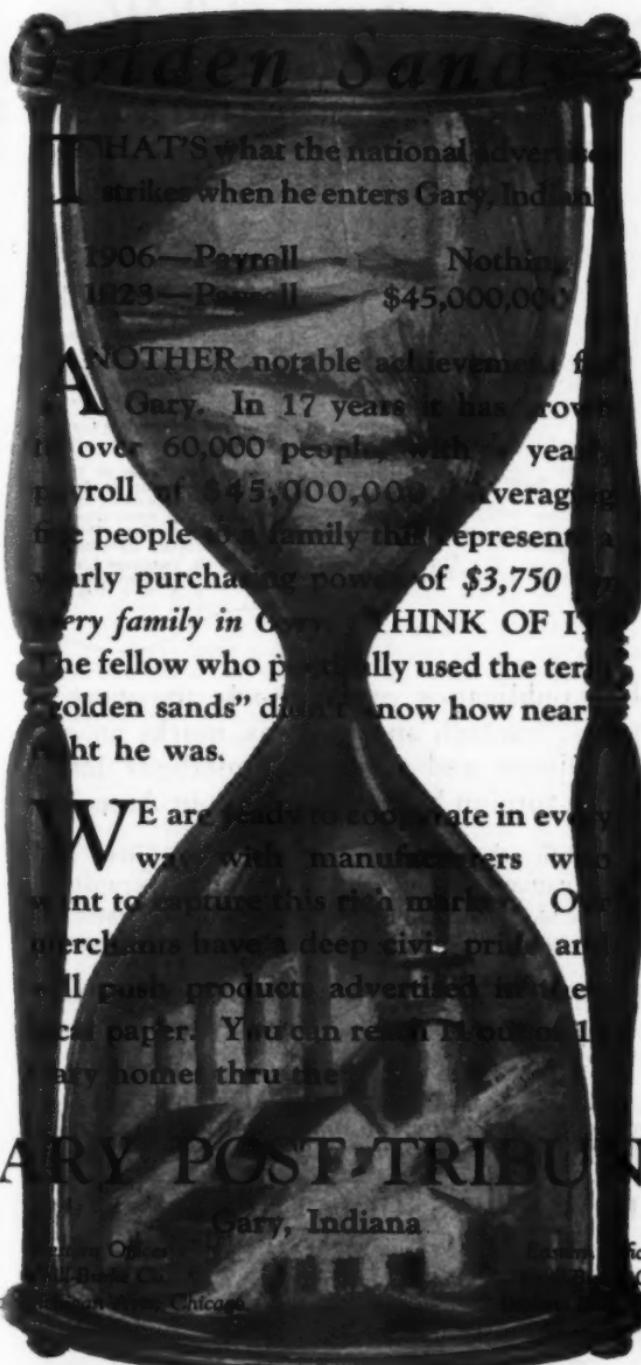
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**ANOTHER** notable achievement of Gary. In 17 years it has grown from over 60,000 people to over 1,000,000. A payroll of \$45,000,000. An average of five people to a family thus representing a family purchasing power of \$3,750 per year family in Gary. THINK OF IT! The fellow who originally used the term "golden sands" didn't know how near he was.

**WE** are ready to cooperate in every way with manufacturers who want to capture this rich market. Our merchants have a deep civic pride and will push products advertised in the local paper. You can reach them all in Gary homes thru the

## GARY POST TRIBUNE

Gary, Indiana

Advertising Offices  
G. L. Barnes Co.  
122 South Michigan Avenue, Chicago.

Eastern Offices  
Co.  
N. Y.

*The FOREIGN LANGUAGE MARKET  
in AMERICA*

President  
NATHAN H. SEIDMAN  
American Association of  
Foreign Language Newspapers, Inc.

Price \$10 per Copy

*The FIRST COMPLETE  
Guide to a MARKET of  
26 Million AMERICANS*

*Partial List of Contents*

Preface by James O'Shaughnessy.  
Introduction by Nathan H. Seidman.  
Extent of Market.  
Geographical Distribution Charts.  
Selection of Media.  
A. B. C. and the Foreign Language  
Press by Stanley Clague.  
Launching a Campaign.  
Market Analyses.  
Handling of Foreign Language Copy.  
Foreign Language Printing and  
Translation.  
Statistical Tables of Foreign Lan-  
guage Groups by Zones, States,  
Cities, Occupations, Languages, etc.  
Directory of Publications, rates and  
other Rate Card Data.  
Supplementary Newspaper Lists:  
a. Language Lists.  
b. Territorial Lists.  
c. A. B. C. Papers.

THE publication of this book, the work of two years' research and analysis, marks an epoch in merchandising and advertising methods designed to reach the foreign language market in America.

It is scientific, thorough and authoritative. Gives analyses of races and national groups, their distribution, occupations, characteristics and buying power; their publications, rates and much other data essential to really knowing this vast market.

For Research and Conference work this book will be regarded by Advertising Agency men and National Advertisers as absolutely indispensable.

*A limited number of copies have been reserved for com-  
plimentary distribution among Advertising Agency  
executives and National Advertisers who request it.*

## AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS, Inc.

NATHAN H. SEIDMAN, President

30 East 23rd Street

New York

Offices in Chicago, St. Louis, Kansas City, Los Angeles

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# When Well-known People Sponsor the Sales Message

Celebrities Make Real Drawing Cards When the Tie-up Is Legitimate and Founded on Fact

By W. H. Heath

HELEN KELLER, the internationally famous blind, deaf and dumb marvel, a success in every way, despite apparently insurmountable handicaps, purchased a Marmon car and was touring the Catskills in it, when she made a discovery, which while not exactly foreign to past incidents of a like order, was sufficiently out of the ordinary to make a deep impression on her. Something in the very air told her where she was, the exact location. And she was persuaded to set down the facts for a Marmon automobile advertisement in magazines. Indeed, Miss Keller signed the message. She wrote:

"Recently, we drove over Catskill roads. And I knew we were there by the atmosphere and the odors peculiar to high altitudes." There was more, of course, of a complimentary character, to the automobile, but the headline "news" was contained in the suggestion of a remarkable woman's keen intuition—the testimonial of one who could neither see nor hear nor speak.

It was obviously obligatory on the part of the advertiser to handle such a precious theme with delicacy. The world not only respects Helen Keller but holds deep affection for her. A too-commercial presentation would have reacted unfortunately, disagreeably. The public must not think that the fame of a wonderful woman was being deliberately put to the task of selling automobiles. For one thing, a remarkable illustration accompanied the testimonial. Miss Keller was painted, from the life, while seated in her car, by the Countess Elizabeth Zichy. And in this picture—a canvas in oils—Miss Keller dominated. The car was entirely incidental.

With a fine, beautifully written tribute, and guarded make-up, the page left no unpleasant aftermath. You felt rather pleased to know that Miss Keller could enjoy the thrill of a mountain ride in her own machine, and it was exceedingly interesting to hear her set down her sensations while en route.

Advertising which features some notable personages makes attractive campaign material, and is, quite naturally, sure of an exceptional audience.

#### THE GREAT MASS OF PEOPLE ARE INTERESTED IN CELEBRITIES

The movements of the famous are followed by the multitudes. We all want to hear from our heroes and heroines, particularly those who do not make a business of selling their testimonials. It is just another form of live news advertising—and it never fails to attract.

We would look upon it as a bit of strategy for The Thos. E. Wilson Company to leap into the sport arena after Gene Sarazen, the bright luminary of golfing, who flashed to fame in a day, when he won his championship by right of might. The Wilson company discovered that Sarazen had clubs of a certain peculiar make. In part, he had designed them himself. And straightway, the company completed arrangements to manufacture "Gene Sarazen Clubs." The next step was to have the celebrity personally autograph every club, an added attraction, naturally, to the golfer. Thus, when every movement of Sarazen was almost world-wide news, and front-page reading matter, the manufacturer issued special magazine copy, containing, among other announcements, the following:

"Those who know Gene Sarazen's clubs know that they possessed several individualities of design, originated by the man who won such a glorious victory in 1922. You will find these individualities reproduced in Wilson clubs—even to the special Gene Sarazen grip. The approval of the champion will be certified by his autograph on each club."

The Southern Pine Association hit upon an interesting theme for a magazine advertisement in the use of Southern Pine for racing Speedways. Here the wear and tear was obvious, and thousands upon thousands of feet have been used. But when John S. Prince came to the forefront, as identified with the work, a page was quickly made into a double spread, for here was a great opportunity to tell readers of a unique and interesting personage—a celebrity, in fact. John Prince originated the idea of the modern board Speedway and personally built the structures at Los Angeles, San

Francisco, Santa Rosa, Des Moines, Omaha and Uniontown, and finally sponsored the magnificent new \$500,000 Kansas City Speedway. He was perfectly willing to tell what he knew about Georgia Pine and his connection with the advertisement gave it added importance.

Leaders in their special fields are valuable advertising figures, whether poet or peasant, statesman or laboratory expert. Speaking of poets, John Lucas & Company is just now featuring Edgar A. Guest, with top position in magazine copy.

We find verses by Edgar Guest, "Written especially for John Lucas & Co.," such as the following in featured position:

Lord, I would shield this home from care,  
And shelter it from strife and sin,  
No ugly scars its walls shall wear,  
No bitterness shall enter in.

The storms may beat, the winds may blow,  
And still its beauties shall remain.  
This house with loveliness shall glow  
And ruin threaten it in vain.



## DORRANCE, SULLIVAN & COMPANY

Formerly Grandin-Dorrance-Sullivan, Inc.

### Advertising

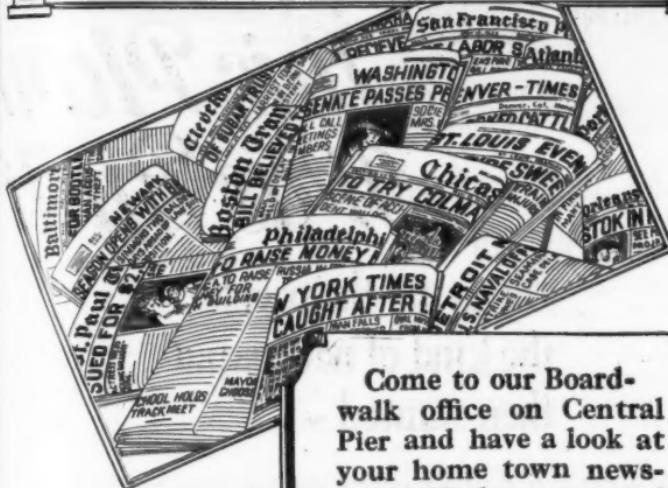
130 WEST FORTY-SECOND STREET

NEW YORK

Main at Colfax  
SOUTH BEND

McCormick Building  
CHICAGO

ASSOCIATED  
ADVERTISING CLUBS  
of the WORLD  
ATLANTIC CITY June 3<sup>rd</sup> - 7<sup>th</sup>



Come to our Board-walk office on Central Pier and have a look at your home town newspaper. We have arranged to have them there during the convention.

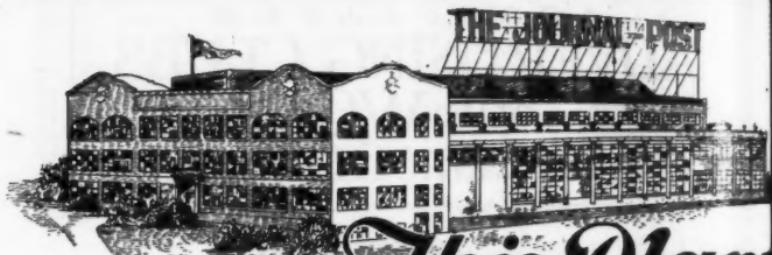
Use our telephone when you wish. In short, give us a chance to serve you or inform you during the convention.

*Maxwell  
Displays of  
Pleasant Persistence*



*The R. C. Maxwell Co. Atlantic City N.J.*

*(Watch for this imprint in Atlantic City)*



# This Plant Was Built

By giving the people  
the kind of newspaper  
they wanted ~

Popular appreciation of a modern, metropolitan newspaper made possible this perfectly equipped, new home of the Journal and Post. This popularity is best attested to by a circulation increase, unparalleled in the history of newspaperdom.

The Journal-Post offers the only Gravure Section, the only Colored Comics in Kansas City.

\*152,116 Mornings, \*168,750 Evenings, \*201,882 Sundays

*\*Publisher's Statement to the Audit Bureau of Circulations*

**The Kansas City Journal  
The Kansas City Post**  
AMERICA'S FASTEST GROWING NEWSPAPERS

EDWIN O. SYMAN  
General Business Manager

WALTER S. DICKEY  
Owner and Editor

J. MORA BOYLE  
Director of Advertising

*Represented by Verree & Conklin in the West: Lorenzen & Thompson in the East*

It has long been acknowledged that some of the most successful farm journal advertising bases its appeal upon the marked individuality of a real person, a celebrity in some one line. The farmer is more interested in what the manufacturer himself has to say, over his own signature, than the anonymous message of the copy writer. The intensely personal is in full favor.

There was once a manufacturer of farm wagons and implements, with headquarters in a Carolina city, who advertised his wares as seriously, as conscientiously and as expertly as the most exacting might demand. But the returns were discouraging. The advertising did not appear to "take hold." Its progress was slow, retarded, colorless. Things came to such a pass that the head of the institution, a man well past fifty, who had been in this business all his life, was ready to stop advertising. He did not believe in it. In his case it had signally failed.

THE PERSONAL TOUCH WAS  
NECESSARY

Then the advertising department made a quick change to an entirely different character of approach. The portrait of the manufacturer was run in connection with every advertisement, and fortunately, this portrait represented an exceedingly likable, lovable type of slightly stout man, and in no wise fastidious as to dress. He wore soft collars and his clothes did not look as if they had just come from the tailor shop. His hair was mussed up. There was a good-natured twinkle in his kindly eyes. He was a "regular chap."

Nor was this affectation for advertising purposes. The manufacturer had been a farmer himself, had worked behind a plow. The copy written for the series was done in homely, rugged style, to fit in with the spirit of the illustrations. And it was first-person close-to-the-soil reading matter.

"You all know me," it went on to explain, "I have been manufacturing farm wagons and farm



## Catchy Slogan Adopted by Universal

UNIVERSAL has adopted a popular slogan for use in connection with its pictures. It will be used in advertising, exploitation and other public attention arresting methods and is expected to take its place along with such advertising catch phrases as "his master's voice," and similar slogans which have become household expressions.

It is: "Universal Pictures—The Pleasure is all Yours."

Voluntarily suggested by George Greenberg, a young New York City man after reading one of Mr. Carl Laemmle's Universal advertisements, the phrase immediately was chosen by the Universal executives as a tip-top slogan. \* \* \* and immediate steps taken to make the slogan a live one wherever Universal pictures are shown.

Material and accessories will be put out which will help the exhibitor tie-up his showings of Universal pictures to the good-will slogan, and to cash in on the prestige of Universal Pictures.

—From *Motion Picture News*.

*When in need of a slogan or an appropriate name, write me.*

**GEORGE GREENBERG**  
320 W. 102nd St., N. Y. City

# Boyd's Lists

ESTABLISHED 1830

The 100% accurate List is an impossibility unless the world stands still!

We are the Oldest List Agency and the Largest, so that it is reasonable to claim that Boyd's Lists are the Best Lists! Our experience and facilities should make them so!

We furnish Lists to 50,000 customers, in this country and abroad, many of whom have dealt with us 20 years.

Send for Price List AA-53, showing the number of people in the various trades and professions, with state figures, etc. There is no charge.

## BOYD'S CITY DISPATCH

19-21 Beekman Street  
New York City

implements ever since I could walk. My father turned the business over to me. What's better, and more to the point, I was raised on a farm. I know the problems of the farmer. I think as farmers think. You can't fool me and I don't want to fool you. I think I know how to manufacture the right kind of wagons and implements because I have used them—use them now, on my farm up the Ellaville River. I'm plain and I'm practical."

The combination of text and illustration "got under the skin" of the farmer. He liked that easy-going intimacy. He approved of the heart-to-heart character of the approach. One farmer was selling something to another, and all the while eager to be of practical assistance.

This advertising has been used continuously ever since its inception. Nothing has ever been found to approach it in the power to win farmer confidence.

A "personality" behind the advertising message gives it strength—the power of conviction. Authenticity comes with a well-known signature. True, all of this may smack of the old-fashioned testimonial. But what of that! No other form of advertising has ever held its audiences so long and so surely.

What somebody who *knows* thinks, is selling copy.

And again we wish to emphasize the significance of the *news* flavor: People and events of strong current interest.

## Advertising Campaign for Chocolate Sauce

A try-out advertising campaign is being conducted in a number of large city newspapers for Mavis chocolate sauce by the Guth Chocolate Company, Baltimore. This campaign is being conducted by the Hanser Agency, Inc., of New York.

## Asphalt Shingle Account for Ferry-Hanly

The Beckman-Dawson Roofing Company, manufacturer of the Winthrop paper asphalt shingles, has placed its advertising account with the Chicago office of the Ferry-Hanly Advertising Company. Newspapers and business papers in the Middle West will be used.

## The Sig-no-Graph

is an electric lighted window billboard, 18" x 24", costing from 10c to 15c a day, that advertises your name and products; creates sales for your dealers; and cements your general advertising and your dealers' cash registers. Send for complete details.

**The Sig-no-Graph Co.**  
1400 So. Michigan Blvd.  
Chicago, Ill.

# WANTED

## A Copy Man and Account Executive Who Has Arrived!

A writer with style—a man with a fine merchandising background—a man who leaves a client with the feeling that he knows his business. It's as big a position as he can convince us he can make it. We would like to have him send along some of the things he has done.

Address "S. A.," Box 226, Care Printers' Ink

### In Old Quebec

#### 100 Years of Hardware Merchandising

The Clinic Hardware Co., Ltd., Quebec City, has been established over one hundred years. It is a well-known hardware firm and a vigorous, progressive concern. Replying to an enquiry from a manufacturer who desired to know what, in their opinion, was the best hardware paper in Canada, the Clinic Company wrote: "HARDWARE AND METAL, in our opinion, is the best. We have taken the paper for the past twenty-five years or more."

If interested in the Canadian hardware trade, send for booklet entitled "What the Canadian Hardware Trade Has to Say Regarding HARDWARE AND METAL."

## Hardware - Metal

MEMBER A.B.C.

MEMBER A.B.P.

*Canada's National Hardware Weekly Since 1888*

143-153 University Ave., Toronto, Canada

# Can You Use This Man?

The business of one of our clients has developed in such a way that the services of the Sales Manager are no longer required. This man's work has been conspicuously successful, as the owners of the firm with whom he has been associated will testify.

Picture, if you will, a man of about thirty-five years with an acquaintance among the electrical and hardware jobbing trade from coast to coast; a man who has been connected with some of the largest corporations in the country where he has laid out complete sales programs, directed the advertising, employed salesmen, and virtually shaped the entire distribution policy.

There is nothing too big for this man to tackle. While his work for the last ten years has been in the electrical field, he would make just as good a Sales Manager for a furnace or food products manufacturer. He has the sales instinct and personality which makes friends everywhere.

We are seeking to secure a connection for this man with some firm that can use him in the kind of work to which he is so well suited. He is available immediately. On word from you we will have him communicate directly with you. His character and qualifications measure up to the highest standard.

**KLING-GIBSON COMPANY**  
*Advertising*

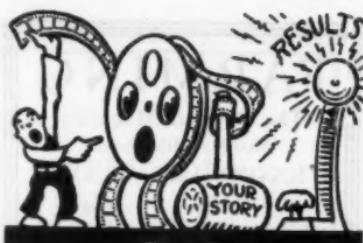
Consumers Building      Chicago, Ill.

## Incomplete Addresses Costly to Advertisers

**A**LMOST 50 per cent of the advertisements which appear in periodicals and newspapers give only the advertiser's name and city address, according to Arthur C. Lueder, postmaster of Chicago. In a recent letter which he addressed to publishers he calls attention to the fact that the omission of the advertiser's street address seriously retards the delivery of correspondence which this advertising creates.

The great number of inquiries which are dispatched into the mails without a street address, the postmaster states, not only imposes a constantly increasing burden upon the postoffice in its efforts to dispatch all mail promptly but often results in non-delivery of this correspondence to the advertiser.

"Not less than seventy-five thousand pieces of mail, exclusive of that addressed to the largest and best known firms, are received daily at the Chicago Post Office without street address," reads the postmaster's letter. "This condition is true in a greater or less degree in all of the larger postoffices in the country. The delivery of this mail is delayed from eight to twenty-four hours. Most of it is handled on incoming trains, where the distributors know their schemes of distribution by street and number, but know little if anything of the location of even some of the largest firms. With the same motion that would place a letter with a complete street address in the compartment and would insure its prompt delivery, they put a letter without street address in a compartment marked 'No Street Named' and such mail is tied into bundles and sent to the Chicago postoffice for distribution. It would be a waste of time to handle such mail through the ordinary channels, so it is turned over to our experts for distribution. After they have handled it there are frequently from eight to



## THE CHAMPION

**"EDUCATION IN THE UNITED STATES IS MORE EFFECTIVE THROUGH MOTION PICTURES THAN THROUGH ANY OTHER METHOD."**

**J. J. TIGART, U.S. COMMISSIONER OF EDUCATION AT FEDERAL TRADE COMMISSION HEARING, NEW YORK, MAY 15, 1923.**

**BOSWORTH, DEFRENES & FELTON**  
PRODUCERS AND DISTRIBUTORS  
WILKES-BARRE, PA.

## The Billboard Weekly

AMERICA'S FOREMOST THEATRICAL DIGEST

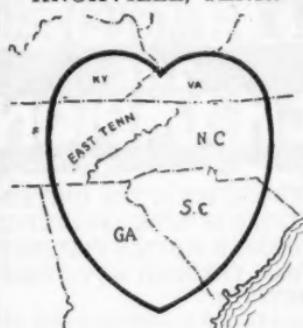
**The Billboard is to the people in the show world what Printers' Ink is to the sales and advertising executive.**

**Member A. B. C.**

**NEW YORK**  
1493 BWAY. BRYANT 8470  
**CHICAGO** 35 SO. DEARBORN  
**CINCINNATI** 25 OPERA PL.

# FARMING

The Business Magazine  
Monthly—Illustrated  
KNOXVILLE, TENN.



#### LOCALITY OF CIRCULATION

The Heart of the Southeast

Read by prosperous farm owners  
in the South's best diversified farming  
sections—where farming pays.

Reaching the Men in charge  
in Russia and Thousands of  
Russian Sympathisers  
in America

**SOVIET RUSSIA**  
**PICTORIAL**

A Graphic Monthly Review  
of Russian Affairs  
(in English)

Circulated in the United States,  
Canada and Soviet Russia.

Advertising Rates on Request.

Address:

Room 31, 201 W. 13th St.  
New York City

ten thousand pieces which require directory service, and of that amount there are often as many as five thousand pieces which remain undelivered."

Postmaster Lueder believes that when the advantages to be gained by including the street address in advertisements are pointed out to advertisers, they will be quick to follow the advice of the Post Office Department and include a complete address in their advertising.

#### Eric Tatom, President, Nashville Advertising Club

Eric Tatom, of the *Southern Agriculturist* has been elected president of the Advertising Club of Nashville, Tenn. Other officers elected for the year beginning July 1, are: First vice-president, Robert S. Henry, The Nashville, Chattanooga & St. Louis Railway; second vice-president, Burton E. Hill, Gray & Dudley; secretary, E. M. McNeill, Methodist Publishing House; assistant secretary, C. L. Buckingham, Cumberland Telephone Company, and treasurer, C. H. Wetterau, American National Bank.

#### Zinc Association to Begin Co-operative Campaign

The American Zinc Institute, an association of zinc miners, smelters, rollers and fabricators, at its annual convention at St. Louis, decided to conduct a national advertising campaign in the interest of zinc.

The campaign, which it is expected will be under way within the next two or three months, will be directed toward both the consumer and the trade.

Groesbeck, Hearn & Hindle, Inc., New York advertising agency, will direct this advertising.

#### Publisher of "Farming" Incorporates

The Farming Publishing Company, Knoxville, Tenn., has been organized and incorporated to handle the business of *Farming*, an agricultural monthly, published for a number of years by W. M. Goodman. Mr. Goodman will be editor and R. R. Stripling, business manager.

#### "Radio World" Appoints Stevens & Baumann

Stevens & Baumann, Inc., publishers representatives, have been appointed to represent *Radio World*, New York, in Chicago and on the Pacific Coast.

The Merced, Cal., *Star* also has appointed Stevens & Baumann, Inc., as its representatives in New York and Chicago.

## EVERS, MYERS &amp; WATROUS, INC.

*Advertising*

360 NORTH MICHIGAN AVENUE  
LONDON GUARANTEE BUILDING  
CHICAGO



*ANNOUNCE* removal  
to seventh floor of the  
new building erected on the site  
of old Fort Dearborn at the  
bridge head of the Michigan  
boulevard link.

In the re-organization of this company, advertisers  
will recognize individuals who have been for years  
identified with the conservative development of  
selling activity through intelligent application of  
advertising.

*Personnel*

EDWARD A. EVERS

H. E. MYERS

WILLIAM G. WATROUS

HAROLD L. BROWN

KENNETH D. STEWART

JOHN MORS

HOBART MCMINN

*— and Staff*

## WANTED

An ACCOUNT MANAGER, able to become a first-line Service Executive in a big agency, handling only national accounts. He should have sales brains in his head instead of an account or two in his vest pocket. He must be skilled in client contact work; old enough to have *learned* from the depths of experience; young enough to be forever looking for *action*. He must be thoroughly grounded in all phases of account handling—plans, selling and, above all, execution. He must be ingenious as to ideas and versatile as to methods of execution.

Personal interviews will be arranged from correspondence addressed to "R. W.," Box 225, Printers' Ink. All such correspondence and interviews will be held absolutely confidential.

### H. G. Olmstead Joins H. W. Roos Company

H. G. Olmstead has been appointed sales manager of the H. W. Roos Company, Cincinnati, manufacturer of Rooshors, used for the shoring of concrete forms. Mr. Olmstead was formerly assistant advertising manager of the United States Motor Truck Company, also of Cincinnati.

### General Advertisers Service Incorporates

The General Advertisers Service outdoor advertising, Niagara Falls, N. Y., has been incorporated under the laws of New York State. The firm was established three years ago. The officers are: Newman A. Goldstein, president and treasurer; James A. Nooman, vice president, and Oscar B. Ford, secretary

### Campaign Planned for "Jean Maid" Garments

The Jean Garment Company, Inc., Chicago, plans to advertise its product, Jean Maid garments, in the near future, M. M. Cole, president of that company, informs PRINTERS' INK. Application to the United States Patent Office was recently made for registration of the trade-mark "Jean."

### J. E. Keilly with Hafis Watch Company

J. E. Keilly has joined the Hafis Watch Company, subsidiary of R. Gsell & Company, Inc., New York, as advertising manager. Mr. Keilly was formerly with the Federal Advertising Agency, Inc., New York, and at one time with the New York *Herald* and *New York Evening Telegram*.

### Made General Manager, Hammond Typewriter Company

Herman A. Peterson has been made general manager of the Hammond Typewriter Company, New York. Mr. Peterson, who has been with the company for seventeen years, was formerly treasurer.

### H. A. Harris with "Toile Requisites"

Herman A. Harris has been appointed advertising manager of *Toile Requisites*, New York. He was formerly with the Pathé Frères Phonograph Company, Brooklyn, N. Y., in a similar capacity.

### Joins "Automobile Digest"

Robert P. Smith has joined the advertising staff of the *Automobile Digest*, Cincinnati. He will cover Michigan and northern Ohio from headquarters at Detroit. Mr. Smith was formerly with The Ferger & Sils Company, Cincinnati advertising agency.

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# WANTED

## Experienced Trade Paper Advertising Manager

We want a real man for a real job as Advertising Manager of a nationally known business paper—the undisputed leader in its field.

He must have a large and aggressive selling sense and a full knowledge of the publishing and advertising business. Ability to write and plan campaigns is essential.

As this man will be directly responsible to the publisher for the keeping of all advertising office records, for the proper make-up of the publications, the securing of copy from advertisers, and for all the mechanical and detail phases of the job, he must be thoroughly trained and have had actual experience in these branches as well.

Do not apply unless you can fill each and every one of these requirements. If you can there is a real opportunity here for the right man. No gold lace, swivel chair executives can qualify, but a man who is a worker and has the goods can go far in this job.

State salary you are now getting, give complete details about yourself, your history, your publishing experience. The job is in New York City and is open at once. Address "D. H." Box 233, Printers' Ink.

# AVAILABLE

## *A Seasoned Executive*

President of a small corporation.

Manager of a large sales force.

Experienced in local and national advertising.

Trained in the orderly conduct of a big organization.

Electrical appliance and public service fields.

\* \* \* \* \*

Senior publishing experience.

Successful director of national advertising sales.

Big seller of space, personally.

Wide, practical knowledge of production.

Magazine, newspaper and syndicate fields.

\* \* \* \* \*

Ability adaptable to several different lines.

Age 41, married, moderate means and property.

Opportunity more important than immediate earnings.

Previous salary over \$10,000. Living around \$7,500.

Record clear. Standing good. Personality congenial.

Address "P. T." Box 223, Printers' Ink

**THE Winnipeg Free Press** maintains the most complete and authoritatively accepted survey of the annual crop of Western Canada. Its first progress report for 1923, issued May 22nd, indicates that—

## *Western Canada has sown 20,942,363 Acres to Wheat*

—that this vast acreage has been planted under favorable weather and soil conditions, that much of it was already up on that date, that labor supply and wage conditions are fair, and that the relative acreage of other crops is heavy.

*The Complete Report Will Be Mailed Free on Request*

---

There is nothing the matter with Western Canada's *Production*,—no diminution in her *Buying Power*.

The *Winnipeg Free Press* is the first and indispensable advertising medium of Western Canada. The *Daily Free Press* and *Weekly Free Press Prairie Farmer* reach together one home out of every three of the whole population of the Prairie Provinces. Use of the *Free Press*, supplemented by some of the live newspapers of the smaller western cities, gives the most complete and extraordinarily economical coverage of Western Canada.

## **Winnipeg Free Press**

NEW YORK—Louis Klebahn,  
280 Madison Ave.

CHICAGO—Henry De Clerque,  
1821 Mallers Bldg.

MONTREAL—C. A. Abraham,  
232 St. James St.

TORONTO—E. J. Guy,  
302 Royal Bank Bldg.

SAN FRANCISCO—R. J. Bidwell Co., 742 Market St.

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## Advertising a Trade-Mark Instead of a Trade-Mark Suit

*(Continued from page 8)*  
in which his initial national advertising was carried.

With equal definiteness, the markets reached by this initial national advertising can be determined by analysis of the circulation figures of these trade papers and national periodicals according to the States in which they circulated on that date.

Since his advertising campaign was promptly supported by countrywide distribution, at least in skeletonized form, it is fairly demonstrable that the date of Manufacturer Simpkins' entry into the national market is approximately the date of publication of his first national advertising in these trade papers and national periodicals. The skeletonized national distribution which Manufacturer Simpkins thus obtained, it will be recalled, grew and filled out, within a reasonable time, into more substantial distribution in one section of the country after another.

With these facts in hand, Manufacturer Simpkins' trade-mark counsel is now prepared, upon the authority of the two decisions of the United States Supreme Court above mentioned, to base Manufacturer Simpkins' case on the following substantial, practical and legal grounds:

To the extent that Manufacturer Simpkins' rival had built up for his own product in any State a trade and good-will by his own use of the unregistered and un-registerable trade-mark in question before Manufacturer Simpkins' product had entered that State, or before Manufacturer Simpkins had begun his national advertising and distributing campaign, Manufacturer Simpkins' rival has an undoubted priority over Manufacturer Simpkins in such State. *But that is the limit of his rival's priority.* Everywhere else, throughout the country,

wherever Manufacturer Simpkins' national advertising and distributing campaign has carried his product identified by this trade-mark, Manufacturer Simpkins has a clear prior right dating approximately from the commencement of his advertising and distributing campaign.

### WHAT THE COURTS SAY

"*Into whatever markets the use of a trade-mark has extended, or its meaning has become known,*" declares the Supreme Court of the United States, "*there will the manufacturer or trader whose trade is pirated by an infringing use be entitled to protection and redress.* But this is not to say that the proprietor of a trade-mark, good in the markets where it has been employed, can monopolize markets that his trade has never reached and where the mark signifies not his goods but those of another. We agree with the court below that 'Since it is the trade, and not the mark, that is to be protected, a trade-mark acknowledges no territorial boundaries of municipalities or states or nations, but extends to every market where the trader's goods have become known and identified by his use of the mark. But the mark, of itself, cannot travel to markets where there is no article to wear the badge and no trader to offer the article.'

Advertising which reaches the national field, supported by actual distribution in the national field, undoubtedly constitutes, within the meaning of the law, the actual use within the national field of the trade-mark identifying such goods. Throughout the decision just quoted, the Supreme Court emphasizes the use or lack of use of advertising in the markets in which adverse rights in the same trade-mark were being claimed.

Advertising which is not supported by actual distribution, in some degree and within a reasonable time, is perhaps insufficient to constitute, within the meaning of the law, the actual use of the trade-mark within that particular territory. This point has not yet

## Lithographic Salesmen Wanted

Representatives with established offices in several large cities to represent leading mid-west lithographic house. Unusual opportunity for capable men with initiative and ability, able to sell advertising ideas. We are equipped to handle any kind of lithographing whether on cardboard or paper, and either offset, stone or rotary press work,—such as posters, car cards, window displays, dealers' helps, hangers, labels or booklets. Co-operation on sketches, ideas and estimates. Must be experienced and have established trade. Commission basis only. Give full particulars and reference. "Confidential," Box 230 care of PRINTERS' INK, Illinois Merchants Bank Bldg., Chicago.

## Executive Available

A man who has for the past four years been vice-president and sales manager of a fair sized corporation.

Has handled large sales force in food product field.

Understands sales and general management.

Wants permanent connection in new or growing concern that needs a producer and co-operator.

Available immediately.

Address, A. G., Box 232, care of PRINTERS' INK.

been actually passed upon, with particular respect to situations of this kind, by the Supreme Court of the United States, and perhaps the Supreme Court some time may decide that advertising alone is sufficient to constitute such actual use.

Thanks to his national advertising and distributing campaign, therefore, Manufacturer Simpkins has pre-empted the national territory for his own product under this trade-mark, as of a date approximately the same as the date of publication of his first national advertising in the trade papers and national periodicals above mentioned, except in those particular States where prior to that date his rival had actually used this trademark.

Although only two cases of this character have yet reached the Supreme Court of the United States, and those only within the past eight years, it is obvious that similar situations will arise with more and more frequency in years to come.

In the proposed new Federal Trade-mark Bill, prepared by the committee of the American Bar Association, the co-existence of adverse rights of different owners in the same trade-mark in different parts of the country, as declared by the Supreme Court of the United States in the two decisions above mentioned, has been expressly recognized and accepted.

Section 12 of the Committee's draft provides that "where bona fide plural uses of the same or a like mark are separated geographically or otherwise differentiated, and it can be shown, to the satisfaction of the Commissioner, that neither confusion of goods nor deception of the public is likely to result from such plural use, the Commissioner may register such mark to a plurality of applicants."

If this proposed provision is enacted into law, the unexpected blessing achieved by Manufacturer Simpkins, through commencing his advertising and distributing campaign in the trade papers and national periodicals as above described, will undoubtedly be fre-

# British Markets for American Goods

*Attending the Atlantic City  
Convention is*

Lieut.-Col. G. S. HUTCHISON, D.S.O., M.C.  
*representing*

## The LONDON PRESS EXCHANGE LTD.

*Agents for Advertisers*

Lieut.-Col. Hutchison will be glad to make appointments to discuss the marketing and advertising of American goods in Great Britain. He will remain in the States for about three weeks after the Convention, and letters will reach him addressed care of H. W. Peabody & Co., 17 State Street, New York City.

Among the advertising accounts handled by The London Press Exchange are:—

Cadbury's Cocoa and Chocolate	Marconi's Wireless Tele- gra h Co.
Dayton Steel Racquet	National Benzole Co.
Imperial Tobacco Company	National Milk Publ city Council
Kodak Cameras	Scotch Tweeds
Kruschen Salts	Steinway Pianos
Lotus and Delta Boots and Shoes	—and many others great and small

THE LONDON PRESS EXCHANGE, LTD.  
108-111 St. Martin's Lane, London, England

# Ireland's Biggest Newspaper Proposition

## *The* **IRISH INDEPENDENT**

the world-famed Dublin morning newspaper that has a net, certified daily sale considerably more than 3 times that of any other Irish morning newspaper. Not only is the IRISH INDEPENDENT easily the biggest Newspaper proposition in Ireland, but it is also one of the most modernized, one of the sanest, most enterprising, and most prosperous daily publications in Europe. The mechanical equipment at the disposal of the Proprietors of the IRISH INDEPENDENT is the last word in up-to-dateness. The exceptionally beautiful new building, now completed, for the IRISH INDEPENDENT and its three associated Newspapers (the DUBLIN EVENING HERALD, the IRISH WEEKLY INDEPENDENT, and the IRISH SUNDAY INDEPENDENT) costing close on \$1,000,000, is considered to be amongst the most attractive and most luxurious and most completely equipped Newspaper buildings in the world.

The IRISH INDEPENDENT has blazed the trail in new ideas for years. It was the first morning newspaper outside the Continent of America to publish net sales. That was 14 years ago—it has continued this practice ever since. It is the only Irish Newspaper that can be truly described as the Newspaper of the whole nation. Every advertiser of note who uses an Irish Newspaper uses the IRISH INDEPENDENT as a matter of course.

GREETINGS AND GOOD WISHES TO THE  
GREAT CONVENTION AND GOOD LUCK  
TO THE "ON-TO-LONDON" MOVEMENT

The IRISH INDEPENDENT was amongst the first Newspapers outside America to support the A. A. C. of W.

---

*For all particulars, rates, etc., apply*  
**T. A. GREHAN, Advertisement Manager**  
**Carlisle Building, Dublin**

quently duplicated in the business experience of other national advertisers.

If the proposed new Federal Trade-mark Bill is enacted into law, there is another section of it that seems likely to emphasize another unexpected legal advantage accruing from the prompt and early use of national advertising.

The proposed bill repeals the so-called ten-year provision of the Trade-mark Act of 1905, and substitutes therefor the provision that "except as above expressly excluded, nothing herein shall prevent the registration of *any mark used as a trade-mark by the applicant*, in commerce with foreign nations, or among the several States, or with the Indian Tribes, which has acquired a secondary meaning identifying the applicant's goods."

This outright abolition of the ten-year period, and this conference upon the Patent Office of the power to register a trade-mark upon an ex parte showing that, though it may have been used for less than ten years, it has nevertheless "acquired a secondary meaning identifying the applicant's goods," will, if enacted into law, mark a revolutionary change in our trade-mark law, and will give new importance to any mode of proving actual use of a trade-mark that shall have absolute definiteness as to time, territory, scope and degree of the commencement of such use in any particular territory.

Advertising has absolute fixity as to date, and also as to the territory reached by such advertising, and equal definiteness as to the scope, which can be determined as of any particular date by analysis of the circulation of the periodical in which such advertising is carried.

Advertising unsupported by actual distribution may, for the reasons above discussed, be insufficient in itself to establish, within the meaning of the law, the actual use of a trade-mark, in a particular territory. Advertising supported by actual distribution, however, in substantial degree and

# Three of Britain's Best

## THE GRAPHIC

The pioneer of illustrated journalism, unapproached and unapproachable in the originality of its pictures, the variety of its contents, and its wide distribution throughout the World.

## THE BYSTANDER

The bright illustrated weekly, unique in its handy size. A strong favorite with Men and Women with a great "pull" for advertisers.

## THE DAILY GRAPHIC

The first illustrated daily paper. Remarkable for definite results to advertisers, and the confidence placed in it by its readers.

Send for rate card and full particulars to:

GEORGE SPARKES,  
Advertisement Director

GRAPHIC PUBLICATIONS, Ltd.  
Graphic Buildings, Tallis Street  
London, E.C. 4, England

## The Man You Need For Export

There is a man we know well who is at present employed as Export Manager for a small manufacturer.

He wants a bigger job with greater opportunities. He is an experienced export manager; has traveled and sold goods in foreign fields. He has a great deal more to offer than any man who has simply learned "export" from textbooks and an atlas. He has sales ability, personality, ideas and diplomacy. His seven years' experience in foreign sales work at home and abroad and his successful record with two of America's foremost manufacturers are the specific reasons why he should have a better job than the one he now has.

If you want to know more about him, write to

**GOTHAM ADVERTISING CO.**  
114 Liberty Street  
New York City

## The London Daily News

Average net daily sale for  
APRIL, 1923

**617,754**  
COPIES DAILY

## The London Star

Average net daily sale for  
APRIL, 1923

**659,315**  
COPIES DAILY

67, Fleet Street, London, E.C.4

within a reasonable time, would seem, as has already been shown, to be one of the most convincing proofs of the actual use of a trade-mark that can possibly be cited to the Commissioner of Patents, or presented to a court in an unfair competition litigation.

## Bartley J. Doyle Heads Poor Richard Club

Bartley J. Doyle was elected president of the Poor Richard Club, Philadelphia, at its annual election. Mr. Doyle is publisher of the *Keystone*, jewelry monthly, of that city. Lee E. Hood, vice-president, Richard A. Foley Advertising Agency, Inc., was elected first vice-president.

Other vice-presidents chosen were: Karl Bloomingdale, Bloomingdale-Weiler Advertising Agency; Philip C. Staples, vice-president, Bell Telephone Company of Pennsylvania; Rowe Stewart, business manager, Philadelphia *Record*, and Charles A. Stinson, president, Gatchel & Manning, photo-engraving.

George E. Loane, Eastern representative, Capper Publications, was re-elected secretary, and John M. Fogelsanger was re-elected treasurer. Three directors were elected, each to serve three years: A. King Aitkin, Aitkin-Kynett Company, advertising; Philip Kind, S. Kind & Son, jewelers, and Edwin L. Lewis, general passenger agent, Philadelphia & Reading Railway.

## New York Publishers' Association Meets

The last meeting of the season of the New York Publishers' Association, Inc., was held on May 25 at the Machinery Club. The meeting was under the direction of T. H. Bragdon, treasurer of *The Textile World*. The principal speakers included Charles J. Root, United Publishers Corporation, who spoke on the Arbitration Society of America. R. T. Bookhout, editor of the *Sanitary and Heating Engineer* and Fred Sly, business manager of the *American Architect* discussed co-operation between the editorial and subscription departments of a business paper. M. J. O'Neill, treasurer of *Machinery*, spoke on "How to Sell Audited Circulation." V. E. Carroll, editor of *The Textile World*, discussed the competition of the daily newspapers. William Buxman, of the McGraw-Hill publications, and S. B. Williams, managing editor of the *Electrical Record*, spoke on free circulation and direct mail, and N. G. Adair, editor of *Motor World*, spoke on statistical services.

## Evansville, Ind. "Courier" Buys "Journal"

The Evansville, Ind., *Courier* has purchased the *Journal* of that city. In PRINTERS' INK, of May 17, it was reported, in error, that the *Journal* had purchased the *Courier*.



The Tobacco that inspired Sir James Barrie to write that immortal masterpiece "My Lady Nicotine"—the tobacco that was blended expressly for the third Earl of Craven in 1867, should appeal to the Advertising Men of the United States and Canada. Sir James's book is worth reading. It will help you to appreciate the inspiring charm of Craven.

*Obtainable throughout the United States  
and Canada from all good tobacco shops.*

**CARRERAS LTD., LONDON, ENG.**  
Established in the Year 1788

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. J. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building G. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumaden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROB DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

EDITORIAL STAFF:  
Roland Cole E. B. Weiss  
C. B. Larabee Bernard A. Grimes  
Chicago: G. A. Nichols  
D. M. Hubbard  
London: Thomas Russell

NEW YORK, MAY 31, 1923

## How Agents Help Small Advertisers Grow Big

PRINTERS' INK has often explained why advertising agents do not always find it advisable to accept small advertising accounts. And yet, since nearly all advertisers start in a most humble way, it is important that they have competent counsel and careful guidance during their fledgling days. Without such help there is danger that the young advertiser may never grow up.

There ought to be some standard, therefore, by which the potentialities of an embryo advertiser may be judged. If he has no sizable advertising future, perhaps it would not pay to bother with him. If he has such a future, he is probably worth tireless nurture, no matter how humble his beginning may be.

We know an agent who has

such a standard. His plan is very simple. He will not accept a small account from a manufacturer whose market is what this agent calls "perpendicular." But he will accept even a trifling appropriation from a concern that has a "horizontal" market. In other words, if a product is sold entirely to the refrigeration trade, let us say, it has a "perpendicular" market, and its advertising future will necessarily be limited to mediums reaching those in the refrigeration business. If, however, the product can also be sold to the bakery trade, the hotel field, the steel industry, the copper industry, the paint trade, and perhaps to other industries, it has a "horizontal" market, and hence its advertising potentiality is not narrowly limited.

This agent tells us that most of his clients started their advertising careers with small copy in a single business paper. The chances are this publication reached this manufacturer's most obvious market. The first thing the agent usually does is to extend his client's advertising into other papers covering fields to which the manufacturer is able to cater. In this way the marketing of the product is extended from industry to industry. Of course because of the "scouting" nature of the advertising, the manufacturer often finds that he can serve industries for which he had not known his product was suitable.

If the company has a product that is sold to the ultimate consumer, or if a user appeal can be found in the product, the next step is to extend the campaign to the consumer. By following this plan consistently, this agent has developed several accounts from a three and four figure start to approximately six figures.

## Automobile Advertising: Its Lesson

There is unusual significance in the declaration of H. M. Jewett as quoted in the May 17 issue of PRINTERS' INK to the effect that advertising rather than mechanical genius is to be credited for the

masterful industry of business president Company enough in himself quainted know wh

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masterful position the automobile industry now holds in the world of business. Mr. Jewett, who is president of the Paige-Detroit Company, has been successful enough in the automobile business himself and is well enough acquainted with its early history to know what he is talking about.

Mr. Jewett's account of the fight made by conservative Detroit—yes, Detroit was conservative twenty years ago, very much so—against the automobile is much more than a highly interesting piece of business history. It brings out a great advertising lesson. This is that to sell a thing successfully the idea of service must be stressed. Rather than emphasizing the article itself the advertising message should dwell upon what it can do.

Until the improved transportation idea had been got across to the people there was plenty of opposition to the automobile. It was only twenty years or so ago that the strange new vehicle, smelly and noisy, was barred off Michigan Boulevard in Chicago because it scared the horses!

But today the market is here—and mainly because the people were shown at the beginning what the automobile could do for them in the way of enhancing their pleasures and creating business advantage.

A certain manufacturer of gasoline engines designed especially for farm use has suffered a serious loss in his business because his once profitable farm market is rapidly slipping away. A recent analysis of his problem established thoroughly that his difficulties had come because of a wrong emphasis on his advertising. His engine is even better than it was five years ago. But the advertising keeps right on featuring the engine rather than engine service. The farmer is told in effect that here is one of the best gasoline engines on the market, which is doubtless the case. But what the engine will do for the farmer is left largely to his imagination. His imagination worked well enough until manufacturers of farm electrical

equipment came along with specific claims of what their goods would accomplish in lightening the farmer's labors. He did not have to think how he could apply the equipment to his needs. It was thought out for him in advance. So he bought it.

The gasoline engine manufacturer has had a new advertising vision since the survey. He now is preparing a campaign in which service and performance shall be the main talking points.

And there are many other manufacturers who would do well indeed to ponder the lessons to be taught by the automobile's remarkable success and apply them to their advertising needs.

Mr. Jewett is doing a real service for business in pointing out that even the automobile was not accepted until people had been shown what it had behind it and what it meant.

***Complexity  
of Living  
Complicates  
Advertising  
Problems***

It is unfortunate that we are unable to make the public realize that it is our complicated system of living which is at least partly responsible for the high cost of distribution. To be sure, our system of distribution is highly complicated, but it is only complicated because society itself has become highly complex. We cannot have a simple system of distribution so long as most of the inhabitants of the country live in densely populated urban centres, hundreds and even thousands of miles from the principal sources of food supply.

The United States Department of Agriculture together with the Port of New York Authority recently issued a preliminary report on a survey which has been made on terminal conditions as they exist in the Port of New York and as they affect the cost of marketing fruit and vegetables. The report throws light on this question. It was prepared by Walter P. Hedden, who is Research Agent in Marketing of the Department of Agriculture. Mr. Hedden's re-

port shows that our terminals are greatly congested and that the traffic delay in handling farm produce adds tremendously to the cost of these articles.

Here are some items that enter into the cost and which are entirely overlooked by persons who complain of the high cost of distribution. It costs an average of \$36 to move a car of produce from the railroad yards to Manhattan; it costs \$20 a car to move this same goods on to the piers, a distance of only a few hundred yards. To truck the produce up-town again costs \$35 a car. If the trucking is to be to Harlem the cost is \$57 and if over to New Jersey \$65. In other words, the cost of moving this stuff around New York alone, quite aside from the profits of distribution, amounts to more than the farmer sometimes gets for growing the entire car of produce.

The report makes several proposals which would undoubtedly simplify this system of distribution within New York and other cities similarly situated. The trouble is that our terminals are totally inadequate to handle the merchandising necessities of the millions of people now concentrated in our large cities. The first thing that will have to be done to help distribution is vastly to enlarge our terminals, but even at that we never can get back to the old days when a preponderance of our population lived in the country and when even our largest cities had only a few hundred thousand people.

Have you ever watched a truck laden with produce making its way along West Street in New York? It often takes the driver hours to go a few blocks. The wages of the driver of the truck for a day are almost as much as a farm "hand" used to be paid for an entire month. The cost of the truck itself is as great as an entire farm used to be worth. Therefore, when a truck of this kind is held up for hours it means that the stuff that it is carrying is bound to cost the consumer more.

These delays inevitably add to the cost of the products.

These are some of the problems to which we must attend in considering the cost of distribution. The profiteer is often blamed when it is our involved method of living that is censurable.

### **Scare Copy In Reverse English**

Whether or not it is advisable to use scare or negative copy is a moot question. There is no doubt that in many instances the negative appeal is the most effective. Scare copy oftentimes is the best way of getting across the real reason why the product should be bought.

The Anchor Post Iron Works in its current advertisement introduces a new note into this perennial controversy. The Anchor folks make a negative appeal, but they do it from a positive standpoint. Two children are shown playing safely within a fenced yard. The caption of the copy proclaims that these children are "Safe from Speeding Cars and Snapping Dogs." A speeding automobile is shown on the street immediately outside of the fence. Were it not for the fence it is likely that the children who are eagerly engaged in play would have heedlessly run before the car.

There is no question this appeal is on the right basis. Dozens of children are killed every month in our large cities because while playing they had thoughtlessly run before a rapidly moving automobile or motor truck. We like the copy further because it introduces a real reason for the installation of a fence around a private yard. The tendency in landscape architecture is entirely away from the fence. If boundaries are to be marked they are supposed to be marked with hedges and plantings of that sort.

This is a little hard on the fence. Advertising such as the Anchor Post Iron Works is using will do much to counteract this tendency against the use of wire and wooden fences.

## Thanks, But We Like New York

Now and then we get a letter that for a time makes the sunshine seem a little brighter. Such a one was received a few days ago from the President of one of the large advertising organizations of Chicago. The letter follows:

"The writer would appreciate receiving a sample of the 'new kind of form letter' to which you refer in recent issues of PRINTERS' INK.

"Several years ago when the writer was located in New York he had the pleasure of doing considerable business with your company, and altho he has done business with hundreds of printers since then, he has never enjoyed the same 'freedom from worry' he had then. Why not move to Chicago?"



## Charles Francis Press

*Printing Crafts Building*

*Telephone Longacre 2320*

**461 Eighth Avenue, New York City**

# General Sales Manager George B. Hendrick W. L. Douglas Shoe Company writes:

"We use practically all of the newspapers in the principal cities of the United States and all the principal monthly magazines, as well as half a dozen of the leading national farm papers.

"I personally have read the 'PRINTERS' INK' almost continuously since 1900 and certainly would not expect to be able to keep in touch with advertising and sales promotion without it. I have probably recommended its use to several score of young men who have come to me in the past twenty years and asked how they could best learn something about advertising."

L. D.  
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Erskine  
D. Morse  
W. Erskin  
Cotter

V. I.  
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**L. Douglas Shoe Company individuals  
who are readers of PRINTERS' INK**

NAME	TITLE	WEEKLY	MONTHLY
B. Hendrick	General Sales Manager	Yes	Yes
Erskine	Advertising Manager	"	"
D. Morse	Asst. Adv. Manager	"	"
W. Erskine	Buyer of Printing	"	No
Cotter	Sales Department	"	"

Information furnished by W. L. Douglas Shoe Company

# W. L. DOUGLAS

**NAME AND PORTRAIT**

best known shoe trade mark in the world. It stands highest standard of quality at the lowest possible for economy and satisfactory service, wear shoes for this trade mark.

DOUGLAS constant endeavor for 47 years has been to reliable, well made, stylish shoes at reasonable The satisfactory service and the protection afforded name and price stamped on the sole of every pair given the people confidence in W. L. Douglas shoes.

have been paying high prices for shoes, examine the Douglas \$7.00 and \$8.00 shoes. They are exceptional value and will give you satisfactory service.

WEAR W. L. DOUGLAS SHOES AND SAVE MONEY.



ESTABLISHED 1876

## \$6. \$7. & \$8. SHOES FOR MEN & WOMEN

\*4.00 & \*4.50 SHOES FOR BOYS

W. L. DOUGLAS shoes are put into all of our 116 stores at factory cost. We do not make one cent of profit until the shoes are sold to you. It is worth dollars for you to know that **YOU PAY ONLY ONE PROFIT** when you buy shoes at our stores.

### WE WOULD BE GLAD TO HAVE YOU VISIT

W. L. Douglas factories at Brockton, Mass., examine the high grade leathers used, and see how carefully good shoes are made by skilled shoemakers under the supervision of experienced men, all working with an honest determination to make the best shoes that can be produced for the price.

ASK YOUR DEALER FOR W. L. DOUGLAS SHOES.  
IF HE CANNOT SUPPLY YOU, WRITE FOR CATALOG.



*W. L. Douglas*

W. L. Douglas Shoe Co.  
210 South Street, Brockton, Mass.

TO MERCHANTS: If no dealer in your town handles W. L. Douglas shoes write today for exclusive rights to handle this quick-selling, quick-turn-over line!

## The Little Schoolmaster's Classroom

DO mail-order houses take it for granted that all advertising men have nefarious plots up their sleeves or that they do not require the customary commodities of everyday existence? It would appear so, in one instance, at least.

While in the South recently, a friend of the Schoolmaster was greatly impressed by the good fortune attendant upon dealing with a certain large mail-order house. The family with whom this friend stopped purchased everything from automobile tires to groceries by mail, through this house, and saved money.

Upon his return home, although in touch with the New York stores, this friend determined to try this mail-order scheme out in his own home.

Whereupon he wrote a polite letter to the company, requesting one of the catalogues. That letter was written on stationery which plainly indicated that the writer was in the advertising business.

And here, evidently, was where a mistake was made.

Others had experienced no trouble in securing the catalogues.

After a lapse of almost a month, a short and very curt response was received.

Summed up, it said that the company could not forward its books to men in the advertising business, as such privileges were often abused. The catalogues were used for other purposes. What do you think of that?

\* \* \*

"Knocking" seldom pays.

The Schoolmaster has observed the inexorable working out of the rule for years. The latest instance, however, is peculiarly interesting.

A manufacturer of household utilities, dealing exclusively with hardware stores, began an aggressive selling campaign, through representatives and in trade-paper advertising, advising the dealer not to burden himself with too many brands.

It was a needless expense to carry them. They cluttered up his shelves. They were space wasters.

How much better it was to carry the complete line of one reputable house and stop there. Eliminate all the others.

This job was so successfully accomplished by salesmen and by advertising that the hardware men thought there was something in it. They took the advice.

But there was just one serious objection!

Only a certain percentage of them narrowed the line down to the advertiser's goods. Many others had their favorites and stuck by them. The manufacturer starting the rumpus therefore was the first to suffer.

And he has been a real sufferer. Now he is retracting the statements and trying to build bridges over the streams once more. It hasn't been very easy.

\* \* \*

Distributors of a well-known make of automobile have hit upon an unusual advertising scheme. A friend of the Schoolmaster was the recipient of one of its favors and he is ready to say something in favor of one of the "asides" of a national campaign.

He was walking along a crowded street, deplored the fact that, at this hour, both subways and street cars were sadly congested, when a nice new automobile rolled lazily past. The Schoolmaster's friend looked at it enviously, whereupon the driver smiled and stopped.

"Hop in," he said.

Then the pedestrian saw a small sign on the car which read:

"Ask for a Ride."

For fifteen blocks the car sped easily, during which period the driver explained the talking points of the motor. He was an excellent talker. Nothing was forced. The points were made quite casually but convincingly.

Then came an explanation,



## *Are You Using Your Dealers' Store Fronts?*

THE front of your dealers' stores is the best advertising space in the world. Place a Flexlume Electric Sign there and you will reach thousands of people day and night—reach them when they are right there to buy.

The dealers' store front is not only the best space, but the least expensive space—you pay nothing for the location. As a matter of fact, the dealer is usually ready to pay for the sign if you offer him the very low price we are able to allow you if you buy Flexlumes in quantities.

The fact that such organizations as the Western Union Telegraph Co. and the Chevrolet Motor Co. buy Flexlumes by the thousand is good evidence of Flexlume superiority.

*Let us send you a sketch showing your trade-mark in the form of a Flexlume and an estimate of cost in whatever quantity you can use.*

**FLEXLUME CORPORATION**  
32 Kail Street

BUFFALO, N. Y.



## ***Southwestern Distribution***

A young man possessing exceptional selling and executive experience wants to represent in Kansas City Territory several manufacturers of mechanical articles, machinery or equipment.

He has an eight-year record of proved sales ability in both personal solicitation and sales direction in Kansas City Territory.

He has had nearly two years' experience as a bank officer with executive responsibility.

He is financially responsible.

He is well known by leaders in business and civic life through having taken an active part in civic organizations.

A mutual investigation will be expected as to moral and financial standing.

Address

WES, Box 221, Printers' Ink

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## **SALESMAN WANTED**

The Belber Trunk & Bag Company has an opening for a man in Texas and Oklahoma, and is ready to consider one who knows how to present an advertised line even if he has been selling another commodity.

We operate our men on a commission basis and this particular territory has unlimited possibilities, but we expect that the man we employ will be prepared to accept a limited drawing until he has demonstrated his ability to make good.

In applying specify experience and indicate financial requirements. Address, Sales Manager, The Belber Trunk & Bag Company, 22nd and Arch Streets, Philadelphia, Pa.

In order to familiarize people with the car the "ask for a ride" slogan has been adopted for this automobile and many of them are sent out deliberately to pick up likely looking passengers and give a demonstration.

But the best part of it all—the wisest part—was the freedom from solicitation. No attempt was made to close a sale.

\* \* \*

No doubt every live manufacturer who produces an article used directly by consumers makes it a part of his selling plan to try to get dealers to use his product themselves so that they can gain first-hand knowledge about it.

There are some organizations that consider this detail of merchandising so important that they are spending real money in advertising space to drive the point home.

The American Chain Co., maker of Weed tire chains, has adopted a slogan with this idea as the keynote. "Use 'Em Yourself to Sell 'Em" is the message in this season's Weed chain advertising. The Save the Surface Campaign of the Paint and Varnish Associations has based its entire trade message of this year on the suggestion that dealers paint their own property so as to set a good example. PRINTERS' INK has given the story of both of these campaigns.

\* \* \*

In a recent letter to PRINTERS' INK the Pyrene Manufacturing Co. states that "We are constantly preaching to our jobbers and distributors to see that their place of business is properly protected with Pyrene extinguishers; that their trucks and automobiles which their salesmen operate are also equipped; that Pyrene extinguishers are installed in their homes and in their garages and by thus setting the example induce others to buy."

While there is nothing new in this thought of getting dealers to "Use 'Em Themselves to sell 'Em" it is a principle of merchandising which is more or less neglected, and manufacturers would un-

THE RADIO  
BROADCASTING DEPARTMENT  
OF THE  
AMERICAN TELEPHONE AND  
TELEGRAPH COMPANY

EXTENDS A CORDIAL INVITATION  
TO THE MEMBERS AND GUESTS  
OF THE

ASSOCIATED ADVERTISING CLUBS  
OF THE WORLD

TO VISIT THE NEW STUDIOS OF THE  
RADIO BROADCASTING STATION

WEAF

AT 195 BROADWAY  
NEW YORK CITY

ON THEIR RETURN FROM ATLANTIC CITY

**EVENING HERALD**

Los Angeles, Cal.

**Gains 20,347 Daily**

Average Circulation

Sworn Government State- ment, Six Months Ending	
March 31, 1923.....	168,300 daily
Six Months Ending Sept. 30, 1922.....	145,953 daily
Increase in Daily Average Circulation .....	20,347

**It Covers the Field Completely**

Representatives:

H. W. Moloney, 604 Times Bldg., New York  
 G. Logan Payne Co., 401 Tower Bldg.,  
 6 No. Michigan Ave., Chicago  
 A. J. Norris Hill, 710 Hearst Bldg.,  
 San Francisco, Cal.

**VISITING ONTARIO**

**This Summer**

If so, write for free copy of  
 special tourist number of  
**Rod and Gun in Canada**

W. J. TAYLOR, Ltd., Publisher  
 Woodstock, Ont.

**Are You This  
 Advertising Man?**

**D**O you know type? Do you know art? Do you know engraving? Do you know layout? Do you write cleverly? Are you creative? Have you literary background? Do you know merchandise? Do you know direct mail methods? Are you prolific? Are you studious? Ambitious? Can you take orders now as training to give them later? If to all these you can answer yes, with youth added, hard work and long hours understood, send specimens, state salary and detail experience. You alone limit your own future.

**SAMSON SERVICE**  
 Strength in  Advertising  
 Continental Trust Bldg. Washington D.C.

doubtedly benefit if they would stir their dealers up once in a while.

\* \* \*

Several years ago the Schoolmaster bought some shirts from a company that runs a retail store in connection with its larger national business. Although entirely satisfied with the shirts the Schoolmaster has never since purchased any others from the company, although from time to time he has been followed up by letter.

Recently a representative of the company called upon the Schoolmaster and asked why the relations with the company had stopped with that one transaction. Was there perhaps some dissatisfaction? Had the Schoolmaster some complaint? If so the representative would be very glad to make any satisfactory adjustment which would lead to continued relations between the Schoolmaster and the company.

After explaining the reason why he had never reordered the Schoolmaster found his curiosity getting the better of him, and he inquired if the representative spent his entire time on work of this kind.

"Oh, no," was the reply, "I am a road salesman visiting the retail trade through the Middle West, but during the two off seasons when I am not on the road I spend my time doing this kind of work."

The Schoolmaster feels that there is an excellent idea here, even for much larger companies that do not have retail stores. All companies have certain customers who have dropped off the lists for some reason or other and who can never be successfully followed by mail. Many of these companies also find that during certain seasons of the year their salesmen are not kept busy. Why not send these salesmen out to adjust complaints or to follow up customers who have ceased to buy? More than one company does just that. Others could with profit.

Sales managers often refer to their salesmen as ambassadors. Here is a real ambassadorial job.

# LEVIATHAN



**The largest ship  
in the world joins  
the greatest  
American Fleet**

THE S. S. *Leviathan* is the largest and most luxurious vessel in the world. The gross tonnage of the Leviathan is 59,956.65. The first sailing to Cherbourg and Southampton will be July 4th from New York. Next sailings July 28, August 18th and every three weeks thereafter: from Southampton and Cherbourg July 17 and August 7th and every three weeks thereafter.

But the Leviathan is only one ship of a great fleet which is unique in the transatlantic service. You should learn about these beautiful and famous American ships—*your ships*.

*Other first-class liners are:*

**S. S. George Washington  
S. S. President Harding  
S. S. President Roosevelt**

In addition one of the five splendid cabin ships in the London service sails each Wednesday. Three other ships are in the cabin service to Bremen. There is a passage for every purse on these ships from cabin accommodations on one of the famous 522's to premier suites on the great Leviathan.

Literature describing these ships in detail is yours for the asking. Simply address the undersigned.

## United States Lines

45 Broadway

New York City

*Agencies in all the Principal Cities*

*Managing Operators for*

## U. S. SHIPPING BOARD

## \$22,000 from a Letter!

\$22,296.20 worth of merchandise sold with a single one-page "form" letter at a total cost of \$136.05. Send 25¢ for a copy of *Postage Magazine*, and an actual copy of this letter will be sent gratis. If you sell, you need *Postage*, which tells how to write Sales-Producing Letters, Folders, Booklets, House Magazines. Subscription \$2 a year for 12 numbers chock full of usable, cashable ideas.

POSTAGE, 18 E. 18 St., New York

### Effective House Organs Do Not Happen They Are Made!

With 11 years of special training and experience building effective house magazines for national merchandisers, I am in position to tell you how to make your house magazine build business economically. Can I help you? Answer.

**FRED CURRY WEST**  
Commercial Author

245 Oak Avenue Aurora, Illinois

### Agency OPPORTUNITY — in the West

An advertising agency firmly established in an almost virgin field on the Pacific Coast will consider the addition of one more principal. Cash investment is desired to insure permanent relationship.

This is just the opening some particularly well-qualified agency executive has been looking forward to, because it offers opportunity for permanent establishment, in a field of amazing promise, with a firm that rather prides itself on building business on the basis of **REAL** service.

All communications will be held in strict confidence. In writing, please give detailed outline of experience and other qualifications. Eastern interview will be arranged.

Address "N. S." Box 222, care of Printers' Ink.

## Advertising Increased Knit-Goods Sales

Roy Cheney, secretary of the Associated Knit Underwear Manufacturers of America, stated before the convention of that body at Atlantic City, N. J., that last year's advertising campaign in the newspapers and magazines increased the sales of knit-goods 25 per cent. It was the opinion of the convention that the "much-bemoaned fact that women are leaning away from the knitted garment in favor of silk cloth underwear is more an advertising ailment than anything else." "Of course," said one speaker, "sales of knitted underwear fell off with the vigorous campaign pursued by the woven manufacturers in their efforts to convince women that silk represented style in addition to possessing practical features." The opinion of the convention was in favor of a renewed advertising campaign.

## Packard Motor Car Company Appoints Warren Packard

Warren Packard, son of one of the founders of the Packard Motor Car Company, Detroit, has been made advertising and sales promotion manager of two of the company's Detroit branches. He was formerly president of the Packard Engineering Company, Cleveland.

## Join Advertising Staff of "American Farming"

Edward F. Lorenzen and Harold A. Patterson have joined the advertising staff of *American Farming* at Chicago. Mr. Patterson was formerly with the "Clover Leaf Weeklies" at Minneapolis.

## An ART Studio

located in New York City, doing business with some of the leading publications in the city, can take on two or more clients. A special proposition will be offered to the right parties. If you want to save or make money communicate with us at once.

Address "B. F." Box 231, P. I.

**COLOR,  
PERMANENCE AND  
ECONOMY**

**PAINTED OUTDOOR ADVERTISING**

We own and maintain Painted Bulletins  
in 137 cities and  
towns of Northern N.E.

**THE KIMBALL SYSTEM**  
LOWELL - MASS.

**The "CLASSIFIED" Clearing House**

NEW YORK - ARKENBERG SPECIAL AGENCY

REPRESENTING 500 NEWSPAPERS

CHICAGO

WRITE FOR BOOKLET

May 31,

"Ceram-

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May 31, 1923

PRINTERS' INK

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## "Ceramic Industry" Embarks with June Issue

*Ceramic Industry* will be the name of a new monthly publication to be devoted to the manufacture of glass, enamel, whiteware, refractory and allied products, published by Industrial Publications, Inc., Chicago. Its first issue will be in June. This company also publishes the *Clay and Brick Record* and *Building Supply News*. George Blumenthal, Jr., is managing editor and David B. Gibson is business manager.

## C. L. Cushing Joins Olson & Enzinger, Inc.

C. L. Cushing has joined the advertising agency of Olson & Enzinger, Inc., Milwaukee, in charge of its copy department. Mr. Cushing, for the last four years, has been on the copy staff of Lord & Thomas at Chicago. He was formerly with the advertising department of the Loose-Wiles Biscuit Company, Kansas City, Mo., and the sales department of Armour & Company at that city.

## Haynes, Dorris and Winton Motors in Merger

A new automobile company to be formed by merging the Haynes, Dorris and Winton companies was favorably voted on by Haynes directors and stockholders at a meeting in Kokomo, Ind., May 25. The new company will be called the Consolidated Motors Corporation and will be incorporated under the laws of Delaware.

## "HELP"

You may need it today, tomorrow or next year.

Those who would profit by the experience of others in building Sales by Mail should send for my new "Help" folder—no charge.

Those who approach Direct-Mail selling in a serious way with proper guidance make a success of it. Those who guess at methods fail. I furnish the guidance, the ideas, the experience, the plan, the copy complete and my charge is always less than you would pay for your mistakes.

Samples of my work on request.

**George Simms**  
18 West 34th St. New York

"Greatest Lumber  
Newspaper on  
Earth."

**American Lumberman**  
Published  
In CHICAGO  
—Read wherever  
lumber is cut or sold.  
Member A. B. C.

### ADVERTISING

Interesting work! A new science. It pays well—the competent. The competent are trained. Write for free prospectus of a training which will enable you to do enjoyable work at an enjoyable salary. Yes write now.

Instructor in  
Advertising and Selling  
Bryant & Stratton College  
Buffalo, New York

## WANTED—WRITERS

Who can put human interest, use-able and proven merchandising ideas into trade paper copy that will make the small merchant read and call for more. Good illustrations and photos also desired. Our publications go to Middle Western general merchants, dry goods, shoe and apparel stores, grocers, hardware and implement dealers. We can assure authoritative and interesting writers a steady market for high class editorial material. All articles and illustrations not used will be returned. Address "A. D." Box 228, care Printers' Ink.

### ADVERTISING EXECUTIVE

Advertising man for medium-sized manufacturer for four years. Can manage department, write and plan advertising for magazines, catalogues, circulars, letters, buy art and printing. Now and for three and one-half years business manager for magazine and book publisher.

Four years with general merchandise jobber—two years with retail mail-order houses.

College man, married, age thirty-two. Open for full or part time in Chicago.

Address "A. E." Box 229, Printers' Ink, Illinois Merchants Bank Bldg., Chicago, Ill.

## SALES MANAGER

Experienced and efficient Sales Manager now connected with a large manufacturing corporation desires to make a change. Has demonstrated ability to organize a selling force that will increase the volume of business at reduced selling cost. Yearly contract, \$7,500; and bonus. Address, "W. C." Box 228, care of Printers' Ink.

**"GIBBONS Knows CANADA"**

TORONTO

MONTRÉAL

WINNIPEG

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## BUSINESS OPPORTUNITIES

**ASK FOR** 25th ANNIVERSARY  
Harris-Dibble Company Bulletin of  
Publishing Properties, 297 Madison  
Avenue, New York

**SLOGANS AND JINGLES**—Apt., pithy,  
distinctive slogans, individualizing a  
product or business. Brief, catchy jingles  
for advertising originated. Unusual copy.  
Grey, 39 Irving Pl., Brooklyn, N. Y.

## Printing Machinery and Supplies

New or Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

## Chicago Representation

Publishers Representative well acquainted  
with the Chicago territory desires to  
represent another worth-while live publica-  
tion for this territory. Address Box  
895, Chicago office, Printers' Ink.

**PERIODICALS, HOUSE ORGANS,  
CATALOGS, etc.**—First-class work; A1  
service; prices reasonable. Doing printing  
of this nature but can take on more.  
City advantages, country prices. 67 miles  
from New York. Stryker Press, Wash-  
ington, N. J. Phone 100.

**STORE FOR RENT**  
Large store, with adjoining room, now  
used as small printing plant. Large possi-  
bilities for printer; no opposition  
around; fast-growing section. Rental  
only \$60 per month, additional space if  
needed. Apply in writing to Mt. Olivet  
Assembly, 1310 Leland Ave., Bronx, N. Y.

## CANADIAN FACTORY

A well-known manufacturing firm, well  
equipped with auto, screw machines,  
grinders, milling and drilling equipment,  
is open for negotiations to make part or  
all of your product for your Canadian  
market. Box 904, Printers' Ink.

## MAGAZINE REPRESENTATION IN THE EAST

Magazines desiring conscientious rep-  
resentation in the East, and willing to  
work on a drawing account-against-com-  
mission basis, will do well to get in touch  
with me. Am now calling on electrical,  
building supply, food products, hotel furni-  
shings and equipment, etc., concerns.  
Address Box 897, care of Printers' Ink.

**FOR SALE**—A modern printing plant in  
readiness to start business, including two  
Gordon presses and motors, one Universal  
printing press, one proof press, one  
Challenge paper-cutter, two lead-cutting  
machines, type cabinets, \$1500 worth  
of type, and office fixtures; also four  
small electric motors and paper stock.  
Easy terms to responsible parties. Inquire  
of FRED G. STANLEY, Kalamazoo  
National Bank Bldg., Kalamazoo, Mich.

**WE WISH TO SECURE** New Zealand  
rights for Matrix Service of Syndicate  
Newspaper Cuts, covering general mer-  
chandise lines. Reliance Advertising  
Agency, Auckland, New Zealand.

## HELP WANTED

**ADVERTISING SOLICITOR WANTED**  
(female) for a woman's publication.  
Would like to hear from a college gradu-  
ate with some experience and plenty of  
energy, who can represent with credit a  
high-class circulation and who has a dis-  
tinct ability for making sales. Reply by  
letter to Box 900, Printers' Ink.

**WANTED**—Woman capable of selling  
WANT ADS over the telephone, and  
direct the WANT AD telephone sales  
girls. Only a woman of experience with  
a newspaper carrying volume Classified  
Advertising will be given consideration  
by a leading seven-day newspaper in  
New York State now carrying the great-  
est amount of WANT AD lineage. Ad-  
dress Box 894, Printers' Ink.

**PRINTING SALESMAN**  
A New York City firm with a well-  
equipped plant, having its own bindery,  
electrotyping foundry, etc., desires to  
secure a first-class salesman, capable of  
securing a medium grade of commercial  
printing consisting of booklets, leaflets  
and advertising literature in good quan-  
tities. Drawing account based on com-  
mission earned. A selected list furnished.  
Letter stating experience, references, etc.,  
will be given careful consideration. Box  
909, Printers' Ink.

**COPY WRITER**  
Large manufacturer has an opening for  
copy writer and general assistant in  
Advertising Department. Two house  
magazines are published as part of exten-  
sive advertising program, one of them  
with large circulation to consumers. Edi-  
torial ability or experience in make up  
of magazines will be an asset to appli-  
cant. Position offers splendid opportu-  
nity to young man who is "on the way  
up" and who is willing to start at mod-  
erate salary and win his advancement.  
Give full details as to experience, age,  
salary, etc. Box 910, Printers' Ink.

## LITHO ARTIST

Experienced on zinc for Cut-  
Outs, Window Displays and  
Outdoor Signs. Steady posi-  
tion. New Factory. Top Wages.

## THE JOHN IGELSTROEM COMPANY

Massillon, Ohio

**EDITOR**  
for an es-  
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financing  
by letter  
Washington

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Box 90

**WANTED**

**EDITOR AND BUSINESS MANAGER** for an established Health Culture Magazine, backed up by a name of international significance. Exceptional opportunity for experienced man capable of financing promotion of project. Apply by letter only, M. G. Blankenburg, 287 Washington Street, Newark, New Jersey.

**A REAL OPPORTUNITY**

is offered a young man of good address in the office of a prominent facsimile typewritten letter and printing house. The start is at the bottom of the ladder, but to one who is willing to work and anxious to learn, advancement will be rapid. Application in own handwriting should give age, outline of education, religion, business experience, if any, salary desired and references. Address Box 908, Printers' Ink.

**PHOTO-ENGRAVING  
SALESMAN**

WE HAVE A POSITION OPEN  
ON OUR SALES FORCE  
THE GILL ENGRAVING COMPANY

**TIM THRIFT****WANTS AN ASSISTANT**

for editorial, direct-mail, general copy and detail work. No beginners. Require a producer who can show record of real accomplishments. Send complete details, photograph, samples of work, salary expected, with application. Address Tim Thrift, Advertising Manager, The American Multigraph Sales Company, E. 40th St. & Kelly Ave., Cleveland, Ohio.

**—Department Store Advertising  
Managers****—Agency Representatives****—Newspaper Advertising Managers**

If you appreciate and understand *quality* in retail advertising; are between twenty-five and forty years of age; can do considerable traveling and are not afraid of hard work, here is a real opportunity for a permanent connection.

The highest quality retail advertising service in America requires the services of a representative for the Middle West. This opportunity is for an expert who *knows* advertising and can impress others with that knowledge.

The opportunity is as big as the man.

Get in touch with Mr. R. J. Sloman at the Traymore Hotel, Atlantic City, during the convention or at 244 Fifth Avenue, New York City.

**POSITIONS WANTED**

**SECRETARY-STENOGRAFHER**  
Young lady, 23, Christian, high school graduate, three years' experience, capable and aggressive, desires opportunity in advertising or sales promotion field. \$25. Box 905, Printers' Ink.

**Young Man**, 20, recent graduate of advertising class of Y. M. C. A., would like position with firm where hard work would be rewarded by advancement. Address Box 901, Printers' Ink.

**ARTIST**

Free-Lance; high-grade commercial work in any medium; original ideas; reasonable charges. Box 896, Printers' Ink.

**A contributing editor** now furnishing editorial and feature material to publications of the highest-class wishes to extend his field of work. Specializes in scientific and economic subjects. Box 898, P. I.

**AUTOMOTIVE COPY WRITER**

Forceful writer of "selling" automotive copy wants connection with agency or maker of parts or accessories. Send for convincing copy samples. Box 914, P. I.

**N. Y. Copy Writer**

Eight years agency chief. Resultful copy for manufacturers, dealers, agencies. FREE LANCE, Box 915, Printers' Ink.

**I Can Sell**

advertising in the East for a progressive Western Trade Journal; 12 years' experience; commission; references. Box 906, Printers' Ink.

**ADVERTISING ARTIST**

would like to connect with advertising manager in well-established concern. Creative, business and sales ability. Agency, engraving and printing experience. Box 903, Printers' Ink.

**PRODUCTION MAN AND BUYER**

Experienced. Familiar shortcuts printing and engraving. Knows type, layouts, art work. On occasion writes good copy. Tireless worker. \$2400 start. New York only. Box 913, Printers' Ink.

**Artist and Mechanical Production Man** would like to combine his talents in shaping advertising as a creative artist and visualizer with manufacturer or printing house. Agency and manufacturing experience. Business and sales ability. Box 902, Printers' Ink.

**EDITORS**

Have you opening for young man, 26, educated, one year writing and publishing experience? Will start at any rung of the ladder and give unusual industry and loyalty for opportunity to develop in editorial environment at modest starting salary. Address Box 907, Printers' Ink.

**Advertising Promotion Man**, diplomatic correspondent, advertising ideas, copy, layout, analysis, direct-mail campaigns, follow-up, pave way for and co-operate with salesmen. Letters that soothe ruffled salesmen or customers. Can get out and sell. Forceful speaker. Small salary at start. Address Box 899, Printers' Ink.

**EXPERIENCED  
ADVERTISING MANAGER**

Can handle entire campaign. Formerly asst. adv. mgr. largest nat'l. advertiser in line. Now adv. mgr. largest firm in line in city. Direct-mail and sales promotion experience. Interview to examine work and references Atlantic City arranged through Sec., Richmond (Va.) Adv. Club, Convention Hdqts., Hotel Ambassador.

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# Select Your Own Circulation



There are no shackles of circulation attached to Outdoor Advertising. It has no definite class of or mass of readers to which an advertiser's appeal must be confined.

A message may be directed to the better class of buyers as easily as it may be broadcasted to the masses.

The nation, a market, or a single city may be intensively or moderately covered according to the wishes of the advertiser himself.

Outdoor Advertising is selective in circulation as well as selective in territory and intensity, and without variation, its cost per thousand readers is less than that of other mediums in existence.

This great flexibility that enables one to deliver an appeal where and to whom he will is of immeasurable value to advertisers who have learned how to use it.

Thos. G. Sack Co.

Branches in 49 Cities Operating in and  
Representing 10,000 Cities and Towns

CHICAGO  
Harrison, Loomis &  
Congress Sts.

NEW YORK  
Broadway, Fifth Ave.  
at 25th Street

# *A Market for Electric Appliances*

*A recent investigation covered 2,500 homes chosen at random in every section of Chicago. It was found that of this total:*

**36%**

*had electric washing machines.*

**58%**

*had vacuum cleaners.*

**78%**

*read The Chicago Tribune.*

**C**HICAGO leads the country in number of wired homes. Chicago housewives are educated to the use of electric appliances. Four out of five Chicago homes can be reached at an economical rate through one powerful medium:

**The Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Avenue  
New York City

Tribune Building  
Chicago

Haas Building  
Los Angeles